TECHNOLOGY DEPT.

Automotive News 1957 Almanac

THE NEWSPAPER OF THE INDUSTRY

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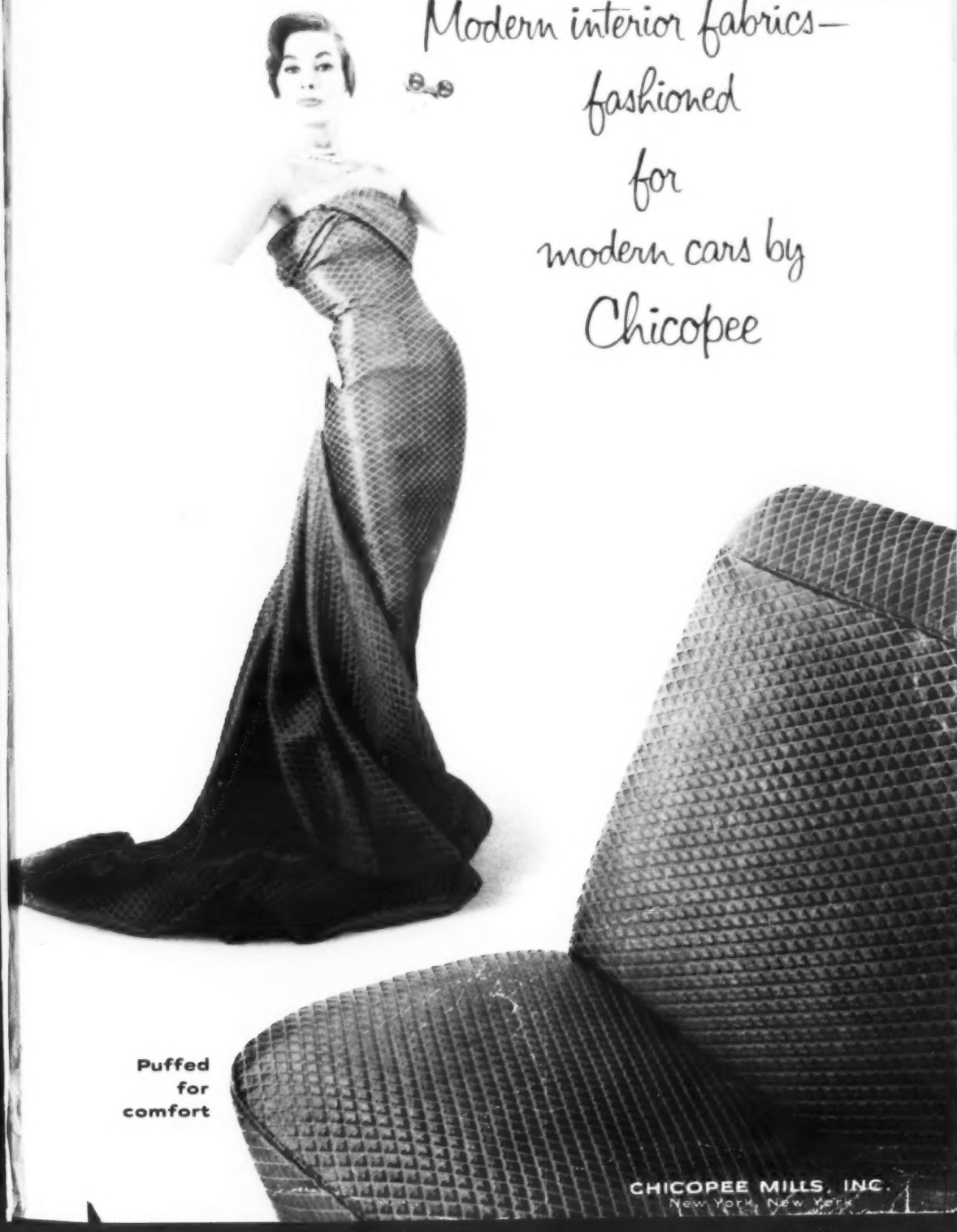
DETROIT



Twenty-first Review and Reference Edition

DETROIT, APRIL 29, 1957

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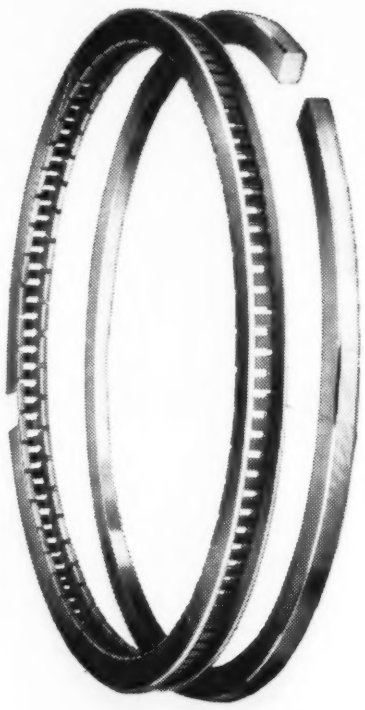
Your customers don't like to drive cars that are sluggish as a "tired turtle"—and Perfect Circle national advertising is telling them that YOU have the remedy! PC ads tell your customers that you're the man to see for an engine overhaul that will include the installation of Perfect Circle 2-in-1 Chrome piston rings—the sure way to restore full responsive power with positive oil control.

You're sure of satisfied customers when you install Perfect Circle 2-in-1 Chrome sets because they give twice the life with sustained power. Remember, PC rings are plated with thick, solid chrome that resists wear, more than doubles the life of cylinders, pistons and rings. Perfect Circle Corporation, Hagerstown, Indiana; The Perfect Circle Co., Ltd., 888 Don Mills Road, Don Mills, Ontario, Canada.



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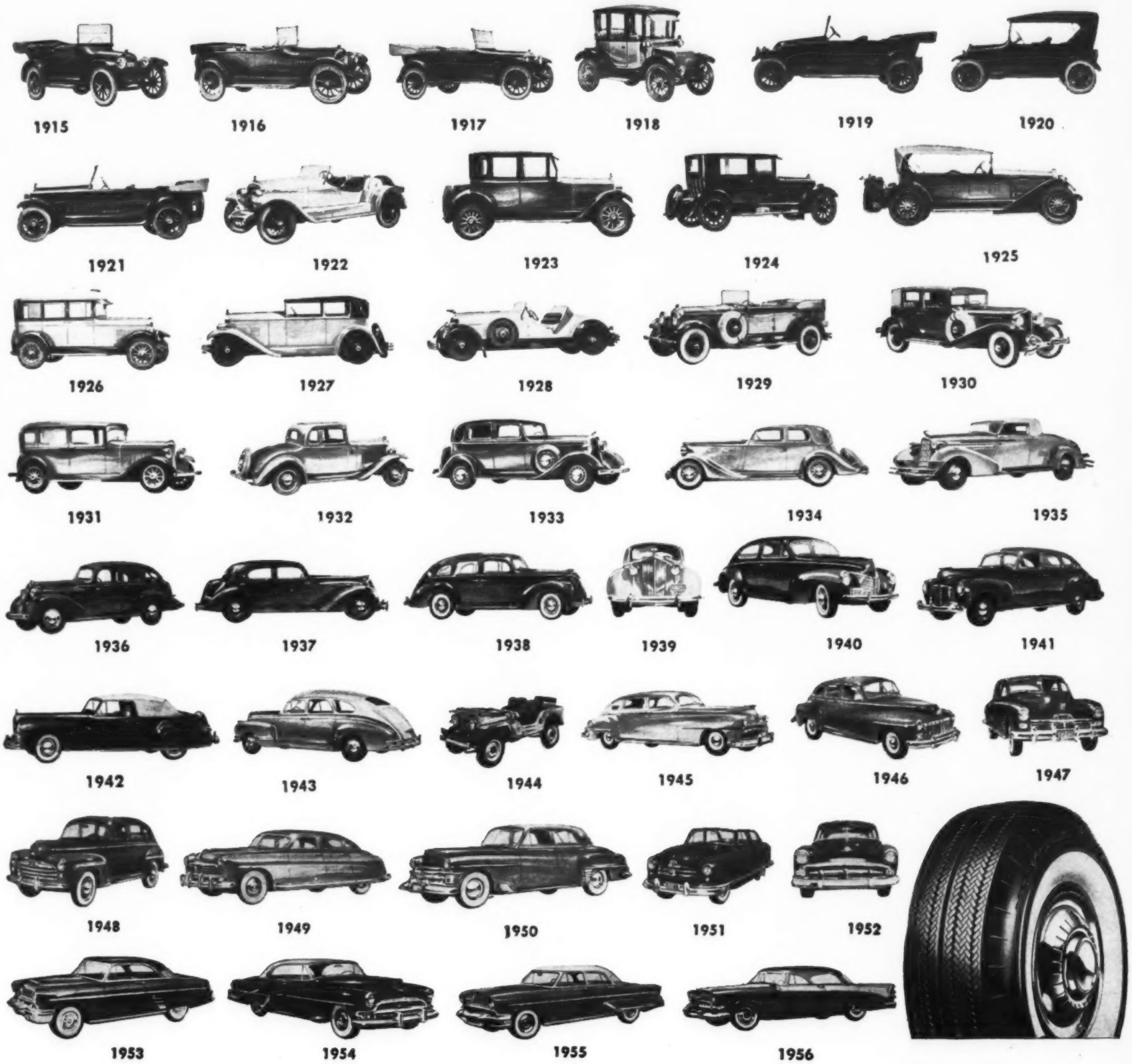
Double the life of pistons, cylinders and rings.

Again... one of the most remarkable votes of public confidence in the history of American industry

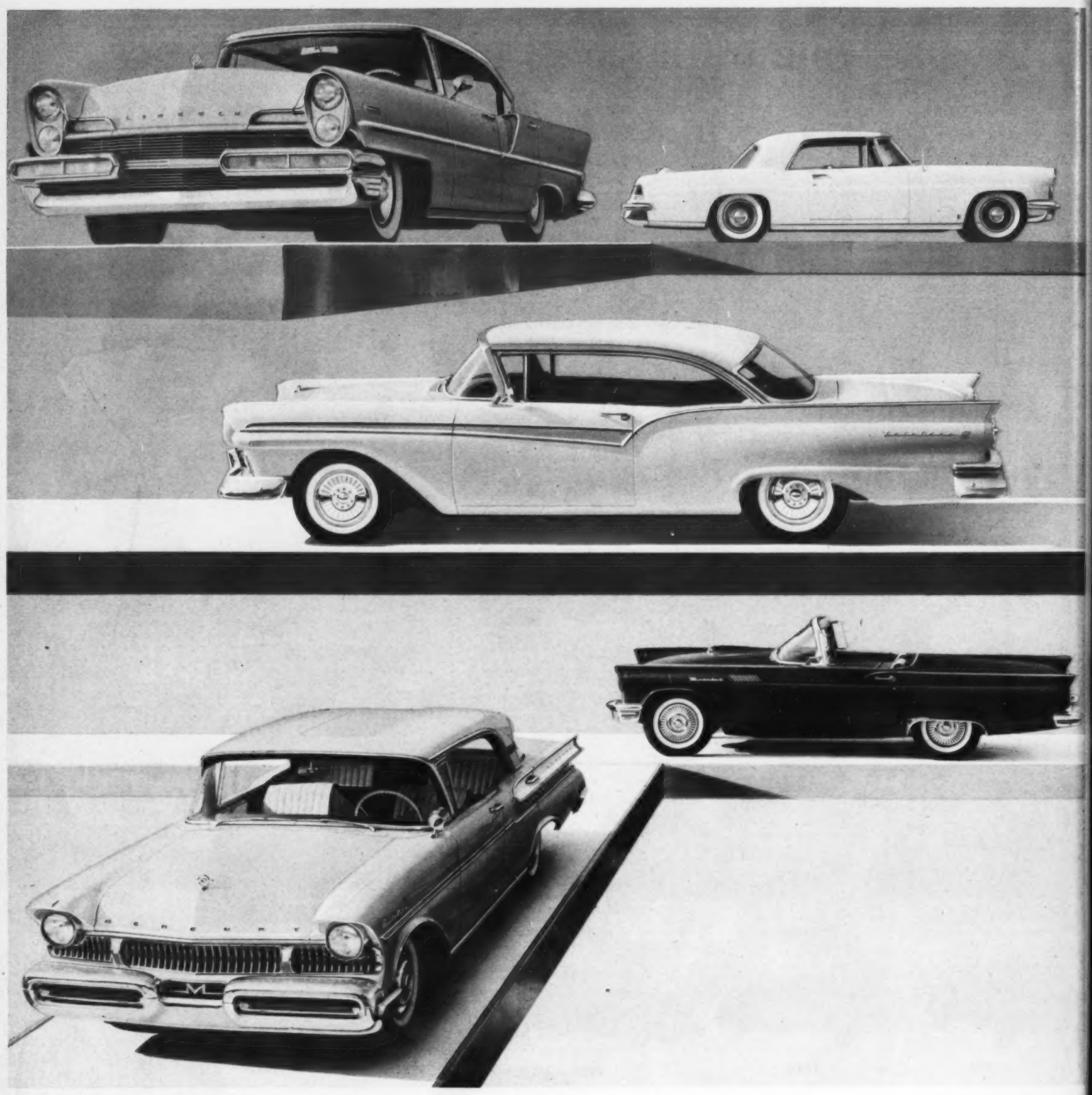


Again in 1957 ... as in every single year for the past 42 years:

MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND

GOODYEAR TIRES

GOODYEAR



The 1957 Ford Family of Fine Cars

It's easy to see why each of the Ford Family of Fine Cars is a solid value—not only when you buy—but while you drive, and especially when you sell.

Styling stays fresh, and you continue to measure the miles with lower upkeep and repairs. Driving effort is reduced to a light finger or toe touch. Our famous ball-joint front suspension gives you the softest, smoothest ride this side of a white cloud, and you can have the economical power of our fine V-8 engines and the great body strength and safety that was pioneered by Ford Motor Company. Because our family of cars hold their value it's no wonder they don't stay long on the resale lots. This means our dealers can offer a more generous allowance when you're ready to move to a newer member of the family.

Aren't these good reasons why you should not only buy into the Ford Family of Fine Cars, but stay with us? In this way you'll always travel in style with a family that looks ahead and stays ahead.

FORD MOTOR COMPANY

FORD • THUNDERBIRD • MERCURY • LINCOLN • CONTINENTAL
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AND COMING SOON, THE NEW EDSEL

Automotive News

1957 ALMANAC

REVIEW AND REFERENCE EDITION

highlights

- Year in Review.
- Auto Options Trend.
- Engineering Data.
- Census of Automotive Firms.
- Cars in Operation by Makes, States and Model Years.
- Complete passenger car registrations.
- New-Car Dealer totals by Makes and States.
- Detailed directory of the industry.
- Automotive News Family Album.
- Financial data of automotive companies.
- Farm data—Automotive.
- Used-Car prices analysis.
- Commercial car registrations.
- Monthly production and registrations statistics showing percentage of each month to year's total.
- Makers' percentage of year's total new passenger and commercial car registrations.
- Production and wholesale value of passenger cars and trucks.
- List of states in order of registrations of car volume.
- List of car manufacturers in order of sales volume.
- Automotive News production estimates by makes.
- Tire and tube production statistics.
- Highway Accidents—types, condition of vehicles, etc.
- Taxes paid by car owners.

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Automotive News

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Chrysler's exclusive Torsion-Aire suspension system has been hailed as the greatest automotive improvement in recent years.

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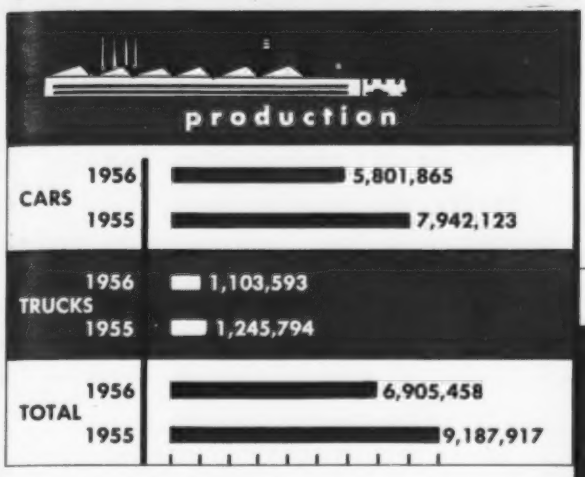
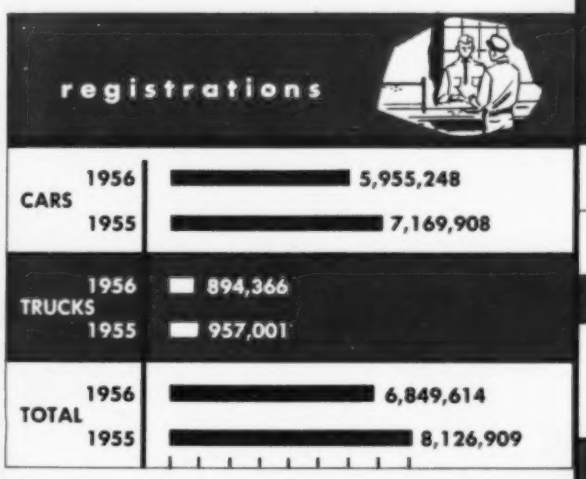
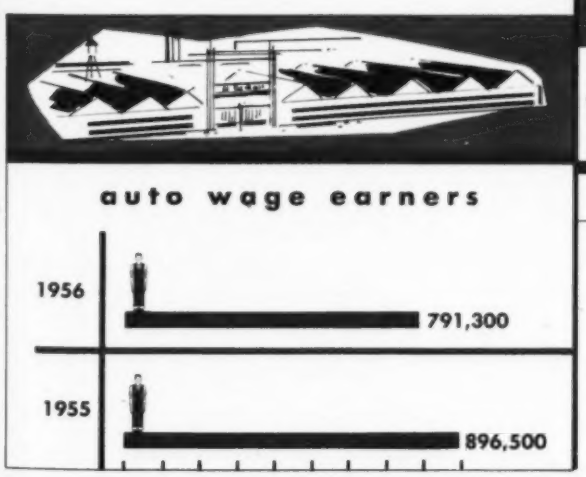
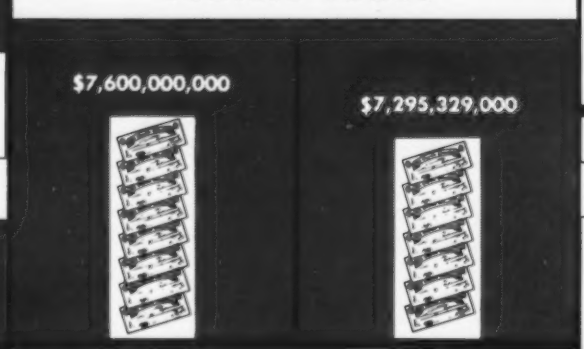
WATCH CHRYSLER—EVERYONE ELSE IS!

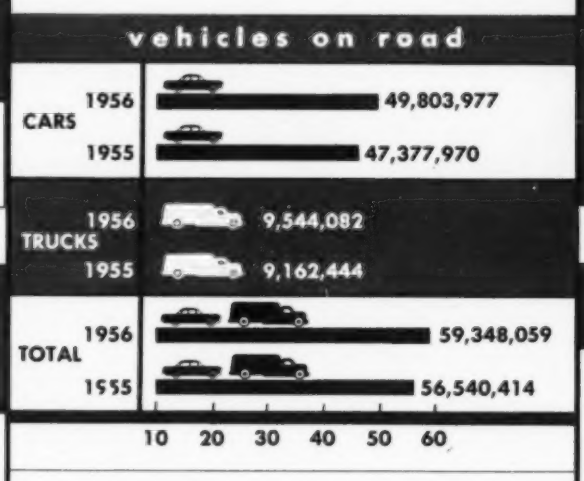
1956 A YEAR OF READJUSTMENT AS AUTO SALES, PRODUCTION DIP

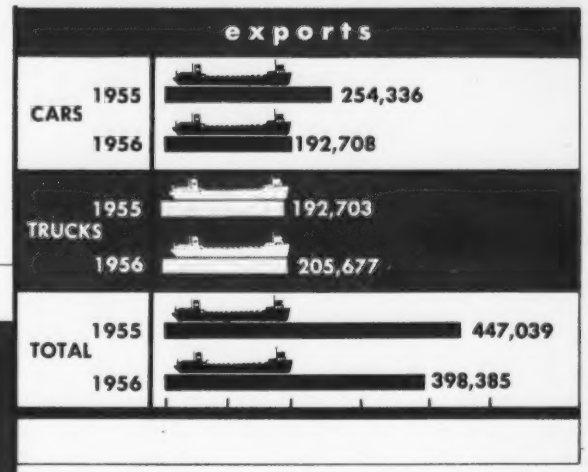


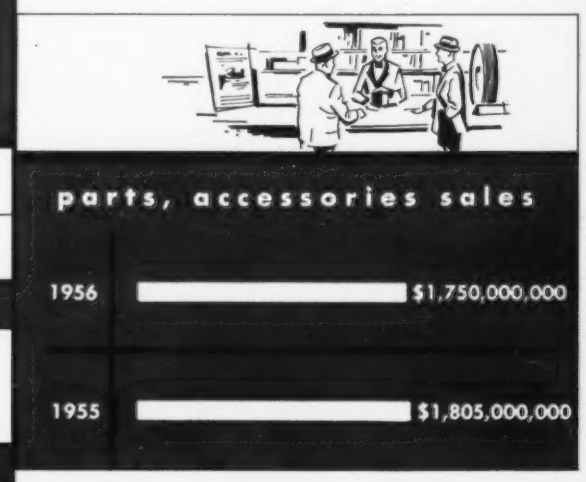


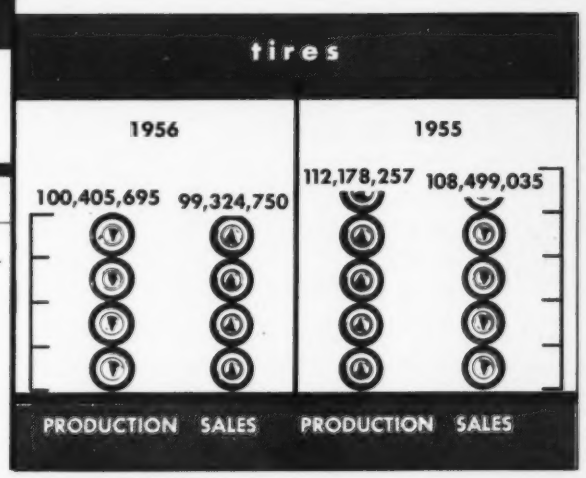












FOLLOWING a fabulous year in 1955, the automotive industry took a "breather" in 1956 with virtually all categories showing a sharp decline.

The exception was Vehicles on the Road, which continued to move up, reaching a total of 59,348,059 compared with 56,540,414 cars and trucks in use the year before. The 1956 total was made up of 49,803,977 cars (versus 47,377,970 in 1955) and 9,544,082 trucks (vs. 9,162,444 in 1955).

The year also saw passage of the dealer "day-in-court" law, following several months of "dirty-linen washing" in Congress. The factory-dealer battle brought several concessions, such as more liberal franchise agreements, more fringe benefits to dealers and less sales pressure.

Factories also set up dealer relations boards divorced from the sales departments for hearing dealer complaints. Factory-dealer relations were in the best shape in years, as 1956 ended.

• • •

ENTERING 1956 with a heavy inventory of new cars, the industry produced heavily in the first quarter, only to find the usual spring upsurge in sales did not materialize. Output was trimmed sharply in April, and dealers were able to dispose of 1956 models in an orderly fashion before the 1957s started appearing in the fall, although their profit margin fell to the lowest level in years.

1956 production therefore dropped sharply to 5,801,865 cars and 1,103,593 trucks (a total of 6,905,458 units) from the alltime record 9,187,917 vehicles (7,942,123 cars and 1,245,794 trucks) turned out in 1955. Nevertheless 1956 was the fourth best output year in automotive history, exceeded only by 1955 and 1950's 8,002,433 vehicles and 1953's 7,344,617.

Because of the excessive stocks carried into 1956, the year's new-car registrations actually exceeded production—5,955,248 versus 5,801,865. New-truck registrations in 1956, however, were slightly below the previous year, totalling 894,366 against 957,001 in 1955. Total car and truck registrations were 6,849,614 in 1956, compared with the alltime record 8,126,909 in 1955, which made 1956 the third best year in auto sales history.

• • •

AS PRODUCTION slipped, naturally the total number of auto wage earners also declined. The total for 1956 was 791,300 compared with 896,500 workers in record 1955. Parts and accessory sales likewise took a dip, totalling $1,750,000,000 in 1955 as against $1,805,000,000 in the previous year.

Tire production and sales, both for the original equipment market and replacement, were down somewhat in 1956. The year saw 100,405,695 tires produced, while sales reached 99,324,750. In 1955, the output was 112,178,257 and sales 108,499,035.

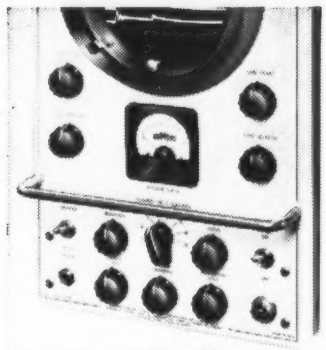
Vehicle taxes continued to rise in 1956, hitting a total of $7,600,000,000 compared with $7,296,329,000 in 1955. New-car exports fell during the year, totalling 192,708 compared with 254,336 in 1955, but trucks showed a gain while at the same time topping car exports for the first time—205,230 versus 192,279 in 1955.

The year also saw management of Studebaker-Packard Corp. taken over by Curtiss-Wright Corp. and consolidation of S-P production and offices at South Bend, Ind.

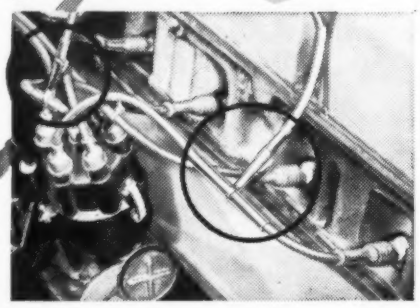
Following is a month-by-month summary of news highlights of 1956:

(Continued on Page 102)

SO EASY TO USE!

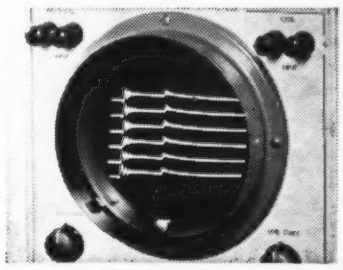


Two Signalclips OVER the ignition wiring...



Set the tach switch for number of cylinders...

Take a look at the screen — there's the engine fault...



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The fabulous EnginScope is all ready to perform after only three simple operations:

- First, snap on the Signalclips OVER the ignition wire insulation.
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- Third, take a look at the TV-like screen.

And looking at the screen of the EnginScope is the easiest of all three operations . . . the exclusive Du Mont SuperScan shows up the bad part or parts by easy, direct COMPARISON! Now you know the whole story on the tested engine. AND THE ENGINE WASN'T EVEN SHUT OFF!!

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GET IN ON THE DU MONT USER-BONUS PLAN-ASK YOUR DEALER

Here's How Buyers Wrote '56 Story Of Auto Options

BUYER preference for factory-installed options were at an alltime high in 1956 as new-car customers purchased more equipment that would make driving easier, more pleasurable and/or less fatiguing.

The eight-cylinder engine, which a few years ago was offered by a minority of the 18 car manufacturers, has nearly eradicated the six-cylinder powerplant from the sales picture.

Along with the switch to the more compact, higher output engine has come greater use of power assists such as power steering, seats, brakes, antennas and windows.

The automatic transmission also enjoyed greater popularity in 1956 as it jumped its preference to a 3 to 1 ratio over the conventional "straight stick."

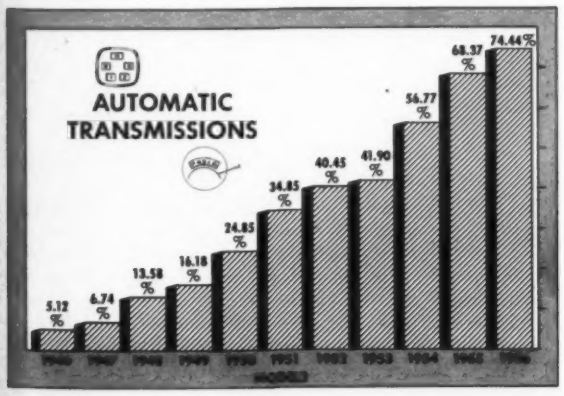
• • •

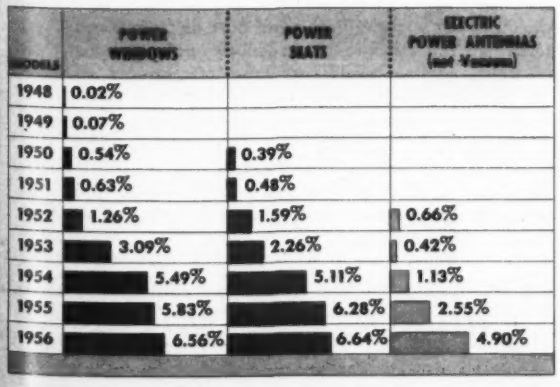
THE rise in popularity of the hardtop design has been sensational. It took 31.22 percent of total factory car sales in 1956 to just about match the four-door sedan, which has been the favorite of the consumer since the introduction of the closed car.

As the chart on this page shows, the hardtop, which wasn't introduced until 1949, has made the biggest gain in buyer preference over the last few years. It jumped from a mere 0.21 percent of total factory sales in 1949 to 27.38 percent in 1955, the first year the four-door hardtop came on the scene. Last year the hardtop increased in share of factory sales to 31.22 percent.

The four-door sedan reached its postwar peak in 1952 when it took 52.28 percent of total factory sales. It dwindled to 34.62 percent last year.

In contrast, the two-door sedan, coach and coupe group dropped from 40.89 percent of factory sales in 1947 to an alltime low of 19.34 percent in 1956. The business coupe, which also hit its peak in 1947, nearly passed from the sales picture last year as it garnered only 0.18 percent of factory deliveries.





Hardtops Nearing Lead in Customer Preference

	1947 Models	1948 Models	1949 Models	1950 Models	1951 Models	1952 Models	1953 Models	1954 Models	1955 Models	1956 Models
4-Door Sedan	49.04	50.37	49.22	48.71	50.82	52.28	50.35	46.64	38.43	34.62
2-Dr. Sedans, Coaches, Coupes	40.89	39.77	42.83	40.57	33.23	28.12	27.69	26.63	21.18	19.34
Business Coupes	2.33	1.62	1.61	1.34	1.01	0.67	0.60	0.30	0.17	0.18
Hardtop Coupes & Sedans	....	....	0.21	4.00	9.14	12.49	13.76	17.11	27.38	31.22
Convertibles	4.89	5.03	4.21	3.12	2.69	2.32	2.60	2.80	3.03	3.42
Station Wagons	2.24	2.62	1.73	2.13	2.80	3.91	4.86	6.29	9.59	10.98
Chassis	0.61	0.59	0.19	0.13	0.31	0.21	0.14	0.23	0.22	0.24

• • •

THE station wagon, which has gained in the eye of the public since the advent of the all-steel body, accounted for 10.98 percent of total factory sales in 1956. Its lowest postwar year was 1949, when it attained only 1.73 percent of total sales.

The soft-top convertible in 1956 had its biggest year since 1949 as it took 3.42 percent of total output. In 1949, the convertible captured 4.21 percent of factory sales.

The chassis group, which consists of frames used in the construction of school buses, hearses, ambulances, etc., accounted for 0.24 percent of factory sales in 1956—highest percentage taken by that group since 1951, when it gained 0.31 percent of total sales. Its highest postwar year was 1947, when it captured 0.61 percent.

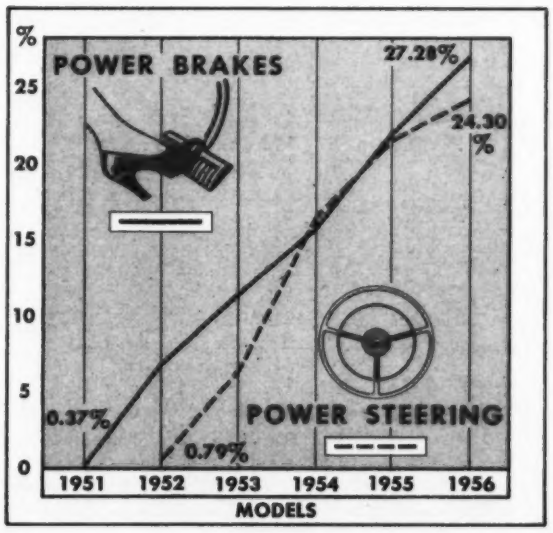
In the big cities, where parking and traffic congestion is an everyday problem, power steering and power brakes have become almost a necessity on the so-called "big" car.

Power steering, which probably has gained the most favor with the woman driver, showed up in one out of every four cars during the 1956 model year—rising from 0.37 percent when it was introduced in 1951.

• • •

ALMOST parallel to power steering in popularity have been power brakes. From a mere 0.79 percent in 1952, the use of power brakes increased to 24.30 percent of total model output in 1956.

Automatic transmissions have received the greatest acceptance of any option in the postwar period. Although they were introduced prior to World War II, the fully automatic transmission did not show up in any great quantity until 1946. Since that time, however, automatic transmissions have appeared yearly on a greater number of cars—and in 1956 showed up in 74.44 percent of the cars rolled from the assembly lines.

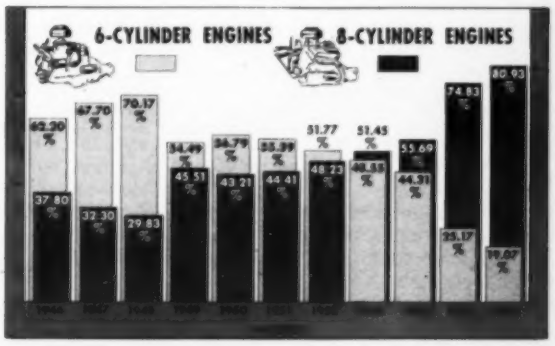


Back in 1946, when cars on the road totalled 25,143,000 units, only 5.12 percent of that year's model output was equipped with the automatic transmission. By 1950, however, it had grown to 24.85 percent and since that time has increased steadily each year. Last year, with the number of cars on the road rising to an alltime high of 49,804,000 units, the use of the automatic transmission increased to three out of every four cars.

Other power-assist options that have gained popularity during the last two years are power windows, seats and antennas.

• • •

POWER windows appeared first in 1948 but then only on a few convertibles—in fact just 0.02 percent of that year's model-run output were equipped with such options. Last year was the high year, as power windows appeared on 6.56 percent of total factory output. Power seats were introduced in 1950, but did not gain popularity until 1954, when they appeared on



5.11 percent of total output. In 1956, the makers installed them in 6.64 percent of their cars.

Introduced in 1952, the power antenna is still offered by less than half the manufacturers. The electrically-powered unit appeared on only 4.90 percent of all 1956 model cars.

Aiding the swing to the eight-cylinder engine over the past few years was the introduction of the more compact, higher powered V-8 in the low and medium-price lines. Although Ford was producing the V-8 prior to World War II, it didn't appear in Plymouth and Chevrolet until the 1955-model year. Chevrolet introduced a V-8 in 1917 but quit producing it in 1919.

Up until 1952, the six-cylinder powerplant was appearing in more than half the American-made cars, but the following year the eight-cylinder engine came into the sales picture on a greater scale. By 1953, the higher powered powerplant had taken over leadership in the field with 51.45 percent of production.

Since that time the V-8 has been increasing steadily to the 80.93 percent of total output it garnered during the 1956 model run.

Turbine or Free-Piston Engine for Cars?

WHAT will power future automobiles — advanced versions of the conventional piston engine . . . the "true" gas turbine . . . or the free piston-turbine combination?

In long-range industry planning, this is a vital question on which automotive technical experts split sharply. Since the turbine began to rise as a serious contender in the powerplant picture, there has been a continuing debate over its ultimate role.

More recently, with the turbine already established as a strong threat to present-day engines, new doubts about the future of the spark-ignition reciprocating Otto-cycle engine were raised by adaption of free piston diesel engine principles to experimental automobiles.

Now it's a three-way argument, marked by contrasting views, and with differences of opinion heightened as the free piston engine enters into contention with vociferous support from those who flatly declare that it already has replaced the gas turbine in future automotive planning.

* * *

IN THE background, the prologue to today's hot powerplant hassle is the postwar period, with its record of intense developmental activity and fast-paced automotive technical progress. Particularly outstanding, in the past 11 years of rapid engineering advancement, was the marked progress in engine design and power output.

For more than 50 years, the familiar Otto-cycle piston engine has served the industry as its prime power source for passenger cars. This type of powerplant has achieved a proud record of performance, endurance, reliability and low cost.

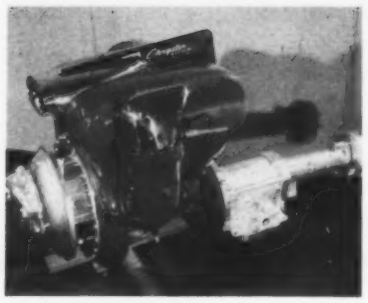
Since the modern V-8's made their appearance in the late 1940s, the industry-wide trend toward more compact, lighter engines has been characterized by sharp upswings in horsepower, compression ratio, torque output and crankshaft revolutions per minute at maximum rated power.

Despite this spectacular progress, there is talk that the practical end is in sight for evolutionary development of present-day engines. A number of technical experts are convinced that, at some point in the near future, design advancement based on further refinements of today's engines would be blocked by the law of diminishing returns.

* * *

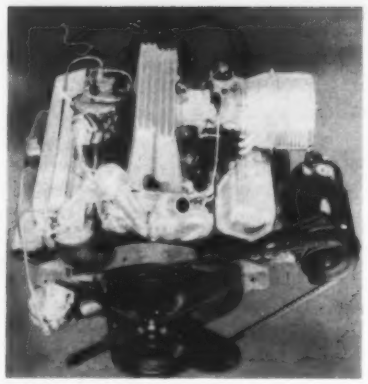
THUS it happens that, simultaneously with the swift advance in conventional engine design, the automobile companies are taking a close look at other types of powerplants. Some of these experimental units have moved along to a point where they can seriously challenge the Otto-cycle engine for selection as the future powerplant.

Open discussion of such ideas, together with publicity given the various experimental projects and capture of the public imagination by successful application of the gas turbine engine to aircraft, have been responsible for general acceptance of the belief that current engines are in imminent danger of being superseded by powerplants based on radically different design concepts and operating principles.



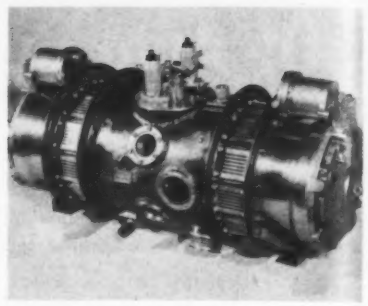
Turbine with AT—

This previously unpublished photo shows the Chrysler gas turbine hooked up to a Power-Flite automatic transmission (silver color at rear of turbine). Assuming that the regenerator is included in this installation, the entire turbine powerplant makes a remarkably compact package, even in this experimental state.



Modern Design—

Exemplifying modern engine design practice, this is a 1957 Chevrolet V-8 engine with fuel injection.



Tomorrow's Engine?—

A Ford press release says the engine of the future may look something like the free piston unit shown above. Only 32 inches long and 16 inches high, this experimental gasifier is the power source of the free piston-turbine combination engine.

In the past three years, particularly, much has been said about some recent developments in prime movers replacing today's well tried and proved engine as the general choice for propelling the car. We are told that one day we may wake up to find that research work on superchargers and fuel-injection systems have become things of the past.

This will be the day when either the gas turbine or the free piston diesel have become dominant in automotive production. At least that's what ardent proponents of these engines would have us believe!

* * *

Free-Piston Goals Differ

THOSE who are optimistic concerning the free piston engine's future divide into two schools of thought. One holds that the free piston design is destined for general use in passenger cars; the other that its applications will be limited to other fields.

Among qualified observers, opinions are mixed. Some proclaim that the free piston engine's promising features make it the best bet for powering future passenger cars. They assert confidently that the free piston engine already has supplanted the gas turbine as a potential successor for today's engines.

Another group is equally strong in arguing that free piston engines never will be applied to personal transportation vehicles. In this camp, some who favor the gas turbine charge that free piston advocates have perpetuated a publicity fraud on the public.

They say that free piston experimenters — while realizing that this type of power source may have ultimate capabilities for marine craft and stationery power generating installations—also recognize that public interest in such developments is not so keen as the avid curiosity about future automobiles.

Hence (the charge goes), free piston proponents have held out the alleged automobile powerplant possibility purely as a means of gaining added publicity —all the while knowing full well that the free piston diesel is an unlikely prospect for such applications.

Then, too, there's always the chance that authorized publicity releases on free piston work may be a smoke screen created for competitive purposes to hide a more genuine interest in the gas turbine.

* * *

NOTWITHSTANDING such allegations, any reasonably comprehensive examination of contradictory views on the explosive subject of tomorrow's automotive powerplant establishes the undeniable fact that a number of able, well-respected individuals are on record with statements favorable to the free piston engine's potential in this field.

Theoretically, it may be said that the free piston engine used with a turbine drive offers advantages that overcome some inherent weaknesses of both the piston crank engine (as now used in cars) and the "true" gas turbine.

The present type of engine requires costly special fuel and has poor torque characteristics. On the "plus" side, it is relatively efficient and has a moderate weight per unit of power output. The gas turbine needs an efficient heat exchanger (regenerator) to salvage exhaust-gas heat and develop acceptable fuel consumption, and has the further drawback of high manufacturing cost. However, the turbine is light weight and has excellent torque characteristics.

The free piston engine with turbine drive is touted as capable of having the fuel consumption of a good diesel engine combined with outstanding torque features of the turbine. Production costs allegedly will offer no serious handicap, and the engine operates on low-cost diesel fuels.

Basically, the engine operates like a huge air pump or compressor, utilizing the diesel compression ignition principle. A pair of compressor pistons bounce back and forth in a single cylinder, pumping hot gases into a turbine, from which the shaft horsepower is obtained for propulsion.

* * *

IN BASIC concept, the free piston engine is different from the engine that runs today's family car. Its "free" pistons operate opposite each other in a hori-

(Continued on Page 11)

Engine Experiments Placed In Proper Perspective

A mid-February (1957) outbreak of turbine progress announcements saw GM (Chevrolet) and Ford disclosing tests on experimental turbine-powered trucks, while Chrysler revealed that it has doubled the facilities devoted to turbine research.

Such developments are just the outward manifestations of heightening competitive pressure, as the major manufacturers strain to become first in the market with an automotive turbine.

To aid you in viewing these turbine developments in a perspective of authoritative opinion on immediate and long-term future automotive powerplant trends, *Automotive New's* Engineering Editor John T. Benedict has prepared this special article giving a summary of the best thinking available to date on the subject.

Change in Engine Specifications for U.S. Cars

	Horsepower 1957	Horsepower 1956	Torque—Pounds—Feet 1957	Torque—Pounds—Feet 1956	Displacement Cubic Inches 1957	Displacement Cubic Inches 1956	Compression Ratio 1957	Compression Ratio 1956
Buick	300	255	400 @ 3200 RPM	341 @ 3200 RPM	364	322	10 to 1	9.5 to 1
Cadillac	300	305	400 @ 2800 RPM	400 @ 3200 RPM	365	365	10 to 1	9.8 to 1
Chevrolet	185	170	275 @ 2400 RPM	257 @ 2400 RPM	283	265	8.5 to 1	8 to 1
Chrysler	325	280	430 @ 2800 RPM	390 @ 2800 RPM	392	354	9.25 to 1	9 to 1
DeSoto	295	255	375 @ 2800 RPM	350 @ 3200 RPM	341	330	9.25 to 1	8.5 to 1
Dodge	260	218	320 @ 2400 RPM	309 @ 2800 RPM	325	315	8.5 to 1	8 to 1
Ford	212	200	297 @ 2700 RPM	285 @ 2600 RPM	292	292	9.1 to 1	8 to 1
Hudson	255	220	345 @ 2600 RPM	320 @ 2200 RPM	327	352	9 to 1	9.6 to 1
Imperial	325	280	430 @ 2800 RPM	380 @ 2800 RPM	392	354	9.25 to 1	9 to 1
Lincoln	300	285	415 @ 3000 RPM	402 @ 3000 RPM	368	368	10 to 1	9 to 1
Mercury	290	225	405 @ 2800 RPM	324 @ 2600 RPM	368	312	9.75 to 1	9 to 1
Nash	255	220	345 @ 2600 RPM	320 @ 2500 RPM	327	352	9 to 1	9.6 to 1
Oldsmobile	277	240	400 @ 2800 RPM	380 @ 2800 RPM	370.7	324	9.5 to 1	9.3 to 1
Packard	275	310	333 @ 3200 RPM	405 @ 2800 RPM	289	374	7.8 to 1 (supercharged.)	10 to 1
Plymouth	215	187	285 @ 2800 RPM	265 @ 2400 RPM	301	277	8.5 to 1	8 to 1
Pontiac	244	227	338 @ 2700 RPM	312 @ 3000 RPM	347	317	8.5 to 1	8.9 to 1
Rambler	190	120	240 @ 2500 RPM	170 @ 1600 RPM	250	196	8.25 to 1	7.5 to 1
Studebaker	210	195	300 @ 2800 RPM	286 @ 2800 RPM	289	289	8.3 to 1	7.8 to 1
Golden Hawk	275	275	323 @ 3200 RPM	380 @ 2800 RPM	352	289	7.8 to 1 (supercharged.)	9.5 to 1

Turbine or Free-Piston Engine For Cars of Tomorrow?

(Continued from Page 10)

zontal cylinder. A mixture of air and fuel is fired between them. This drives the pistons apart. As they move outward, the pistons compress air at the ends of the cylinder. This compressed air bounces the pistons back toward dead center to continue the cycle.

In automotive installations, the free piston gas generator is used in conjunction with a turbine which is needed to convert gas horsepower into shaft horsepower for driving the rear wheels of the car.

A common feature of all free piston engines is the pair of stepped pistons operating in a common cylinder. Each piston is constructed with a smaller diameter for the power end, and a large diameter for the air compressor end. The smaller pistons operate opposite to each other, uncovering ports as they move, and really form the elements of a two-stroke, opposed-piston diesel cylinder.

As exploding fuel burns between the smaller pistons, forcing them apart, the larger pistons function as an air compressor or supercharger. Thus, energy or mechanical work developed in the diesel cylinder is used to compress air by means of the larger pistons and to store energy in the bounce chambers. This bounce energy brings the pistons together again and performs the work of compression.

Exhaust gas and scavenge air leaving the diesel cylinder are led to the turbine at a slightly lower pressure than the supercharging pressure of the free-piston's diesel cylinder. This hot gas then is available for driving the power turbine.

* * *

EXHAUST gas temperature of the free piston engine is much lower than the peak temperature developed in the gas turbine. This factor makes possible the use of low-cost materials in the turbine following such an engine.

Because the free piston engine has a variable compression ratio (compression ratio at starting may exceed 30 to 1), it is claimed that virtually any liquid fuel may be used under cold conditions and the engine will start.

Control of the free piston engine depends largely on varying stroke length. At light load, the stroke is short and a smaller amount of air is used. At full load, the full stroke length is taken, and a maximum air flow is called for. With such a design, fuel-air ratio does not vary over wide limits from light load to full load, but the amount of air used in the engine does vary with load or power output.

In present-day automobile engines, exhaust gases pass out through the exhaust pipe and are expelled into the atmosphere. In a free piston engine, on the other hand, the compressed gases from combustion are put to use. For automotive applications, these gases are fed to a turbine from which the shaft horsepower is obtained for propulsion of the vehicle.

* * *

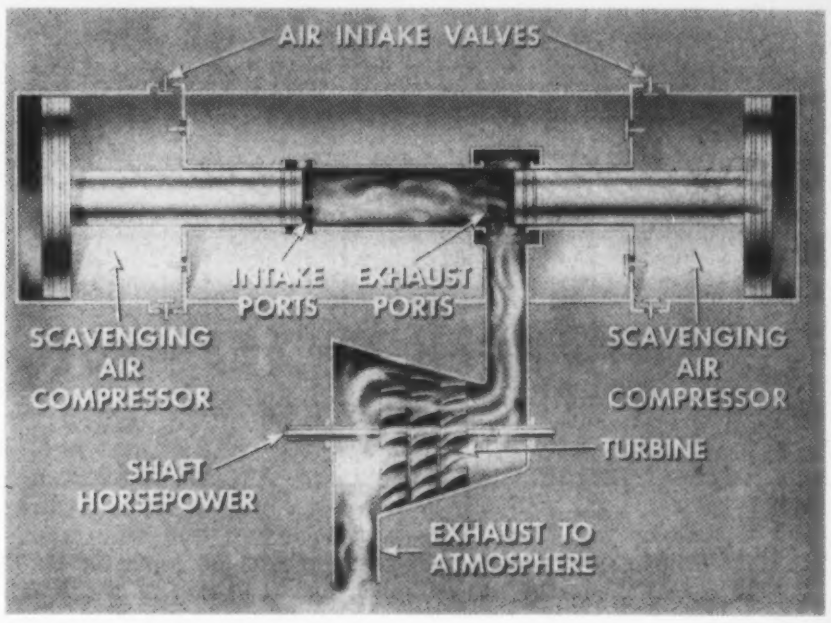
No Materials Problem

AN IMPORTANT advantage claimed for the free piston unit is that its turbine operates at relatively low temperatures compared to the more familiar "true" turbine or conventional gasifier-power turbine combination. Whereas the gasifier (conventional) turbine uses gas at 1600 to 1700 degrees Fahrenheit, the turbine driven by gas from the free piston engine operates at maximum temperatures of only 850 to 900 degrees.

Material for turbine blades in this lower-temperature design does not, therefore, pose a problem of scarcity and high cost, as do blades for the higher-temperature gas turbine.

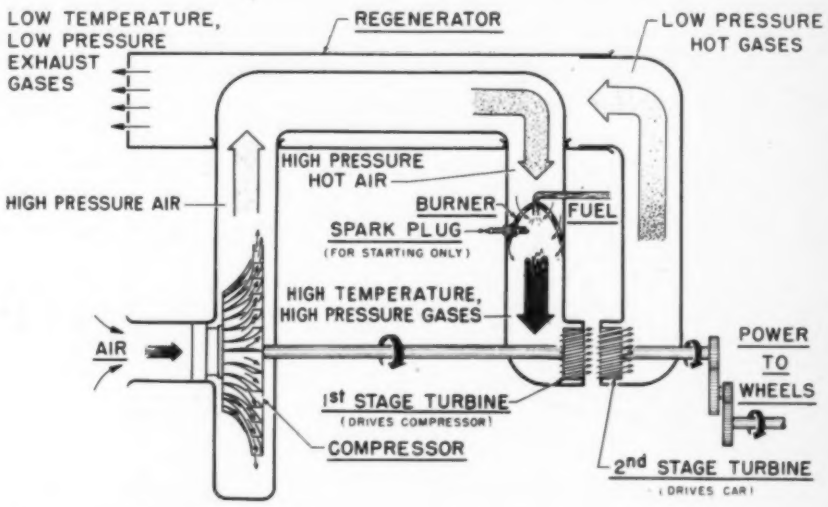
Although experimental passenger car versions of the free piston engine have been unveiled only within the past year, the basic free piston

(Continued on Page 106)



Free-Piston Engine Diagram—

This schematic sketch includes the gas turbine needed to convert the free piston's gas horsepower into shaft horsepower. The two stepped pistons bounce back and forth, opposing each other in the single cylinder. Expanding gases created by the gasifier propel the turbine, which applies power to the car's drive shaft.



Chrysler Turbine Diagram—

This schematic diagram of the Chrysler Corp. experimental gas turbine engine shows how the regenerator unit (top) transfers heat from the exhaust gas to incoming fresh air on its way to the combustion chamber. The regenerator reduces exhaust gas temperature and utilizes previously wasted fuel energy to boost turbine fuel economy.

Reviewing Highlights of the 1957 Cars . . .

Low-Silhouette Styling Forces Engineering Changes

WHETHER viewed from the standpoint of styling significance or engineering implications, the outstanding characteristic of the 1957 cars unquestionably is their extreme lowness. Appearance-wise, the "low silhouette" is the dominant styling theme for 1957. In some instances, restyling has reduced car height by as much as three to four inches.

That the long-term trend toward lower overall height is accelerating may be seen from the fact that the average 1957 model is more than two inches lower than the average in 1956. For a long period preceding this sudden downward squeeze, the average height of passenger cars had been decreasing at a rate of approximately one-half inch per year.

The decision to make this year's cars lower forced engineers to redesign frames, bodies, seats, suspensions, wheels, engine accessories, etc. It is not stretching the truth to say that the pressure arising from drastic lowering of the 1957 cars was responsible for some of the important engineering changes. Analysis of the new cars confirms the idea that the job of reducing height by from two to 4½ inches affects the design and arrangement of just about every component from bumper to bumper and from roof to tires.

* * *

WITH stylists accentuating extreme lowness, body design changes rank as an all-important factor in accounting for many of this year's engineering innovations. Often, to find the underlying reason behind a major or minor mechanical change, it is necessary to trace the lines of motivation directly back from the engineering staff to the styling studios.

For example, styling implications are apparent in obtaining a full understanding of reasons for both torsion bar and air suspension systems—which aid in reducing car height, and (in some designs) in maintaining constant height despite load changes. Styling is no less significant as a factor in the adoption of fuel injection systems and dry-type paper air cleaners — both of which aid in obtaining low hood lines.

With full production of four-door hardtops and extension of this styling idea to station wagons, the hardtop emerges this year as the industry's dominant body type. The "true" hardtop convertible also made its appearance this year. One maker offers a model in which the steel roof is fully retracted and concealed in the luggage compartment at the touch of a control button.

If virtually universal acceptance is any criterion, rear fins rank next to low silhouettes in importance as a characteristic of current styling. On current models, the growth of fins at the rear has reached the proportions of being standard industry practice. Most stylists have demonstrated preference for fins in varying sizes — and, in some cases, with an outward tilt or so-called "canted-fin" effect as viewed from the rear of the car.

* * *

VIRTUALLY every 1957 model has increased glass area. And glass is another field in which styling and technological developments are coming along at a rapid rate. This year, the compound-curved or "twin-wrap" windshield and curved side windows made their production appearance.

(Continued on Page 109)

Car Height Comparison

Make	Overall Height Inches 1956	1957
BUICK	59.8	58.4
CADILLAC	59.6	57.7
CHEVROLET	60.5	59.9
CHRYSLER	60.6	57
CONTINENTAL	56	56
DESOTO	60.6	56.7
DODGE	60.3	56.6
FORD	60.4	57.2
HUDSON	61.7	60.4
IMPERIAL	61.2	56.7
LINCOLN	60.2	59.6
MERCURY	58.8	56.6
NASH	61.7	60.4
OLDSMOBILE	60.5	58.2
PLYMOUTH	60.1	56.5
PONTIAC	60.5	59.3
RAMBLER	58.6	58.4
STUDEBAKER—Champion	59.7	59.5
Golden Hawk	56.3	55.1

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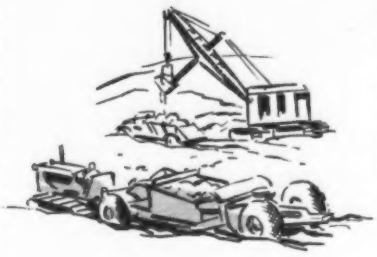
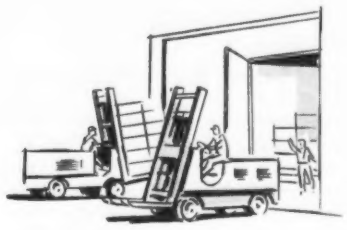


INDUSTRIAL ENGINES

Electrical equipment • Spark plugs
Batteries • Wire • Instruments
Name plates • Die castings

ELECTRONICS

Wire • Die castings
Name plates • Molded plastics

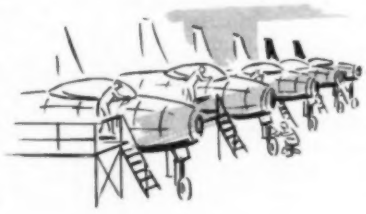


MATERIAL HANDLING

Electrical equipment • Traction motors
Lift motors • Wire and cable
Dashboard instruments • Spark plugs
Batteries • Horns
Name plates • Molded plastics

AUTOMOTIVE REPLACEMENT

Service Parts for Auto-Lite-equipped vehicles • Spark plugs
Batteries • Wire and cable



AVIATION

Wire and cable • Instruments
Batteries • Spark plugs
Name plates • Die castings

ELECTRICAL APPLIANCES

Wire • Die castings • Molded plastics
Instruments • Name plates

FARM EQUIPMENT

Electrical equipment
Batteries • Spark plugs
Wire and cable • Instruments
Name plates • Molded plastics

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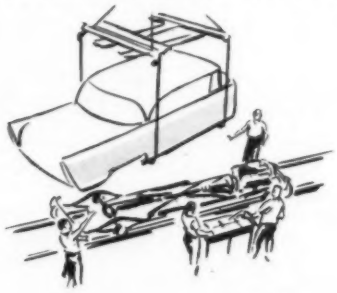

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Automotive electrical equipment
Bumpers and grilles • Wire and cable
Dashboard instruments • Die castings
Molded plastics • Tail-light assemblies
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Windshield wipers • Batteries
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Toplift motors • Scuff plates
Iron castings • Name plates

MARINE

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Electrical starting motors and equipment for outboard motors
Batteries • Wire and cable
Spark plugs • Horns • Name plates
Molded plastics • Die castings

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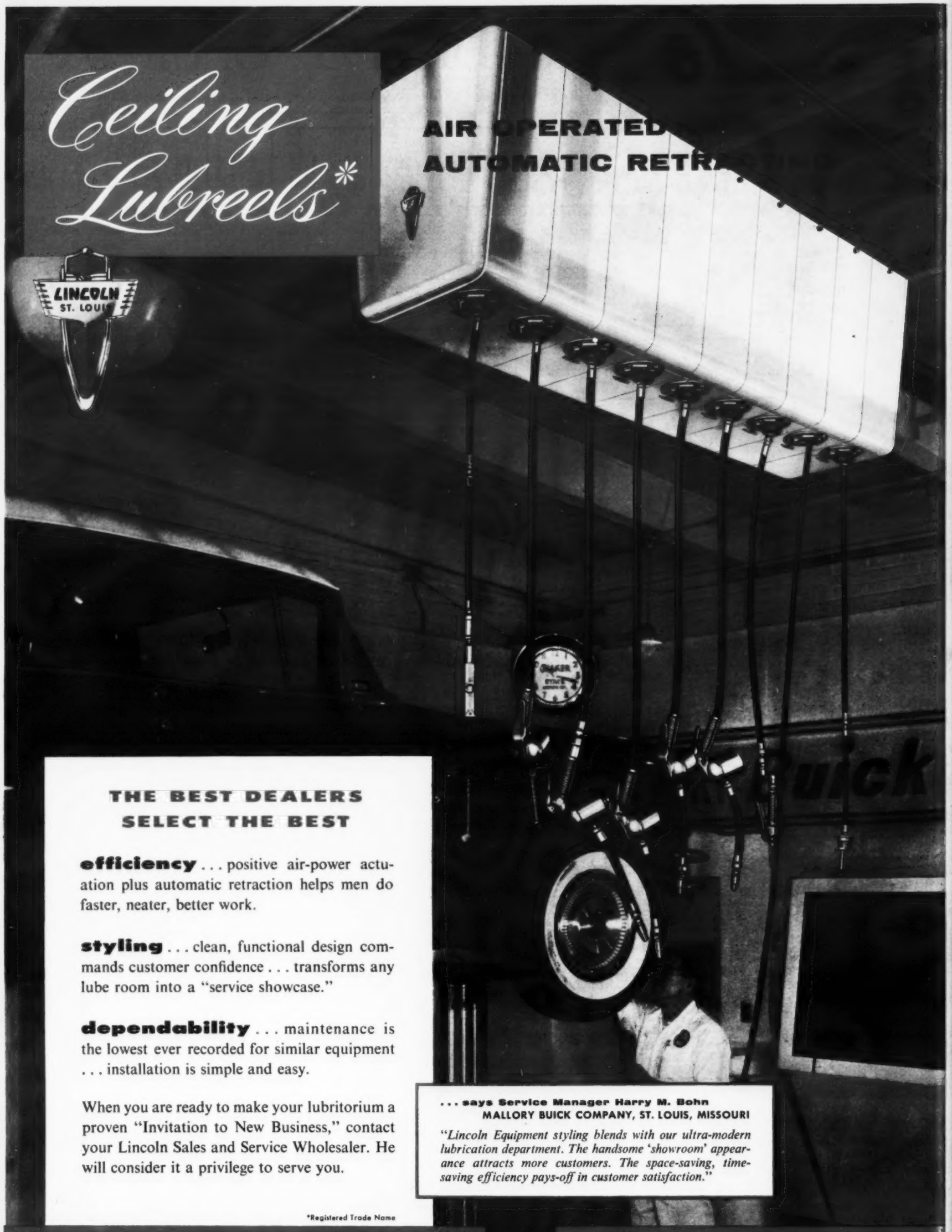
Major Specifications for 1957 U.S. Makes

Make and Model	Dimensions										Engine					Capacity		Drive Unit		Chassis			
	Wheelbase (in.)	Unladen Weight (lbs.)	Headroom (in.) (front seat to headliner)	Legroom (in.) (front floor to front seat back)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Min. Road Clearance (in.) (rear axle)	Front Tread (in.)	Rear Tread (in.)	Type	Compression Ratio	Maximum BHP at RPM	Car Weight per Horsepower	Maximum Torque (in ft. lbs.) at RPM	Gasoline Tank (gals.)	Cooling System (qts.) (minus heater)	Axle Ratio (standard)	Tire Size	Effective Brake Area (sq. in.)	Power Brakes	Power Steering	Turning Circle (dia. in ft.)
BUICK																							
40 Special	122	4001	35.2	43.4	208.5	74.8	58.4	6.26	59.5	59.0	90° V	9.5	250 @ 4400	16	380 @ 2400	20	16.5	3.58	7.10 x 15	192.7	O	O	43.2
60 Century	122	4156	35.2	43.3	208.5	74.8	58.7	6.55	59.5	59.0	90° V	10.0	300 @ 4600	13.8	400 @ 3200	20	16.5	3.07	7.60 x 15	192.7	O	O	43.2
50 Super	127.5	4354	36.4	43.5	215.3	77.6	59.4	6.53	59.5	61.0	90° V	10.0	300 @ 4600	14.5	400 @ 3200	20	16.5	3.07	7.60 x 15	192.7	O	S	44.5
70 RM	127.5	4469	35.8	43.1	215.3	77.6	59.6	6.74	59.5	61.0	90° V	10.0	300 @ 4600	14.9	400 @ 3200	20	16.5	3.07	8.00 x 15	204.2	O	S	44.5
CADILLAC																							
62	129.5	4595	35.0	45.2	215.9	80.0	59.1	6.2	61	61	90° V	10.1	300 @ 4800	15.3	400 @ 2800	20	17.5	3.07	8.00 x 15	210.32	S	S	43.4
60 Special	133	4755	33.9	45.3	224.4	80.0	59.1	6.2	61	61	90° V	10.1	300 @ 4800	15.8	400 @ 2800	20	17.5	3.07	8.00 x 15	210.32	S	S	45.0
75	149.75	5340	36.6	—	236.2	80.0	61.6	7.2	61	61	90° V	10.1	300 @ 4800	—	400 @ 2800	20	17.5	3.36	8.20 x 15	233.72	S	S	51.7
CHEVROLET																							
150, 210, B-A6	115	‡3262	36.2	44.7	200.0	73.9	61.5	7.3	58	58.8	inl. 6 ohv	8.0	140 @ 4200	23.3	210 @ 2400	16	16	3.55	7.50 x 14	157	O	O	41.5
150, 210, B-A8	115	‡3253	36.2	44.7	200.0	73.8	61.5	7.3	58	58.8	V-8	8.0	162 @ 4400 283 @ 6200	20.1 11.5	257 @ 2400 290 @ 4400	16	16	3.55	7.50 x 14	157	O	O	41.5
CHRYSLER																							
Windsor	126	3995	34.8	45.5	219.2	78.8	57.0	5.4	61.0	59.7	V-8 ohv	9.25	285 @ 4600	14	365 @ 2400	23	21	3.73	8.50 x 14	251	O	O	43.9
Saratoga	126	4165	34.8	45.5	219.2	78.8	57.0	5.4	61.0	59.7	V-8 ohv	9.25	295 @ 4600	14.1	390 @ 2800	23	21	3.18	8.50 x 14	251	O	S	43.9
New Yorker	126	4315	34.8	45.5	219.2	78.8	57.2	5.6	61.2	60.0	V-8 ohv	9.25	325 @ 4600	13.3	430 @ 2800	23	24	2.93	9.00 x 14	251	O	S	43.9
Imperial	129	‡4640	34.5	46.2	224.0	81.2	56.7	5.5	61.9	62.4	V-8 ohv	9.25	325 @ 4600	14.3	430 @ 2800	23	24	2.93	9.50 x 14	251	S	S	48.1
CONTINENTAL	126	4797	35.1	42.5	218.4	77.5	56	8.2	58.5	60.0	V-8 ohv	10.0	NA	—	NA	25	23	3.07	8.00 x 15	207.54	S	S	45.3
DeSOTO																							
Fireflite	126	4025	34.8	45.5	218	78.2	57	5.4	61	59.7	V-8 ohv	9.25	295 @ 4600	13.6	375 @ 2800	23	20	3.36	8.50 x 14	251	O	O	43.9
Firedome	126	3955	34.8	45.5	218	78.2	57	5.4	61	59.7	V-8 ohv	9.25	270 @ 4600	14.6	350 @ 2400	23	20	3.91	8.50 x 14	251	O	O	43.9
Firesweep	122	3675	34.8	45.5	215.8	78.2	56.7	5.4	60.9	59.7	V-8 ohv	8.5	245 @ 4400	15	320 @ 2400	20	20	3.91	8.00 x 14	230	O	O	43.7
DODGE																							
Coronet 6	122	3470	34.8	45.5	212.2	77.9	56.6	5.3	60.9	59.7	inl. 6 L	8.0	138 @ 4000	25.2	208 @ 1600	20	13	3.90	7.50 x 14	207	O	O	46.7
Coronet V-8	122	3620	34.8	45.5	212.2	77.9	56.6	5.3	60.9	59.7	V-8 ohv	8.5	245 @ 4400	14.8	320 @ 2400	20	20	3.73	7.50 x 14	207	O	O	46.7
Royal V-8	122	3620	35.9	45.5	212.2	77.9	56.8	5.4	60.9	59.7	V-8 ohv	8.5	245 @ 4400	14.8	320 @ 2400	20	20	3.73	8.00 x 14	207	O	O	46.7
Cust. Royal V-8	122	3690	34.8	45.5	212.2	77.9	56.8	5.4	60.9	59.7	V-8 ohv	8.5	260 @ 4400	14.2	335 @ 2800	20	20	3.73	8.00 x 14	207	O	O	46.7
FORD																							
Cust., Cust. 300-6	116	3212	34.9	44.3	201.7	77.0	57.2	7.1	59.0	56.4	inl. 6 ohv	8.6	144 @ 4200	22.3	212 @ 2400	20	16	3.70	7.50 x 14	180.16	O	O	40.1
FL., FL. 500-6	118	3330	33.9	43.2	207.7	77.0	56.2	7.1	59.0	56.4	inl. 6 ohv	8.6	144 @ 4200	23.1	212 @ 2400	20	16	3.70	7.50 x 14	180.16	O	O	40.6
Cust., Cust. 300-8	116	3334	34.9	44.3	201.7	77.0	57.2	7.1	59.0	56.4	V-8 ohv	8.6 9.7	190 @ 4500 245 @ 4500	17.4 13.6	270 @ 2700 336 @ 3400	20	19	3.56	7.50 x 14	180.16	O	O	40.1
FL., FL. 500-8	118	3452	33.9	43.2	207.7	77.0	56.2	7.1	59.0	56.4	V-8 ohv	9.1 9.7	212 @ 4500 245 @ 4500	16.2 14.0	297 @ 2700 336 @ 3400	20	19	3.56	7.50 x 14	180.16	O	O	40.6
HUDSON																							
Hornet V-8	121.3	3680	36.4	42.5	209.3	78	60.4	8.0	59.1	60.5	OH V-8	9	255 @ 4700	14.4	345 @ 2600	20	19	4.1	8.00 x 14	197.86	S	O	42
LINCOLN																							
Premiere	126	4527	35.4	44.8	224.6	80.3	59.6	8.2	58.5	60.0	V-8 ohv	10	300 @ 4800	15.1	415 @ 3000	20	23	3.07	8.00 x 15	207.54	S	S	45.5
Capri	126	4585	35.4	44.8	224.6	80.3	60.2	8.2	58.5	60.0	V-8 ohv	10	300 @ 4800	15.2	415 @ 3000	20	23	3.07	8.00 x 15	207.54	S	S	45.5
MERCURY																							
Monterey	122	3890	33.9	44.2	211.1	79.1	56.6	7.3	59.4	59	V-8 ohv	9.75	255 @ 4600	15.2	340 @ 2600	20	20	3.70	8.00 x 14	212	O	O	43.3
Montclair	122	3905	33.9	44.2	211.1	79.1	56.6	7.3	59.4	59	V-8 ohv	9.75	255 @ 4600	15.3	340 @ 2600	20	20	3.70	8.00 x 14	212	O	O	43.3
METROPOLITAN																							
Convertible	85	1835	35.7	43.25	149.5	61.5	54.5	6.4	45.3	44.8	inl. 4 ohv	7.2	52 @ 4500	35.3	77 @ 2500	10.5	7	4.3	5.20 x 13	76.8	NA	NA	36
Hardtop	85	1875	35.5	43.25	149.5	61.5	54.5	6.4	45.3	44.8	inl. 4 ohv	7.2	52 @ 4500	36.1	77 @ 2500	10.5	7	4.3	5.20 x 13	76.8	NA	NA	36
NASH																							
Ambassador 8	121.3	3700	36.4	42.5	209.3	78	60.4	8.0	59.1	60.5	V-8 ohv	9	255 @ 4700	14.5	345 @ 2600	20	19	4.1	8.00 x 14	197.86	S	O	42
OLDSMOBILE																							
88	122	3972	35.3	44.4	208.2	76.4	58.2	6.9	59	58	V-8 ohv	9.5	277 @ 4400	14.3	400 @ 2800	20	20	3.64	8.50 x 14	191.7	O	O	42
Super 88	122	4012	34.9	44.2	208.2	76.4	58.2	6.9	59	58	V-8 ohv	9.5	277 @ 4400	14.5	400 @ 2800	20	20	3.64	8.50 x 14	191.7	O	O	42
98	126	4285	34.8	44.2	216.7	76.4	58.2	6.9	59	58	V-8 ohv	9.5	277 @ 4400	15.5	400 @ 2800	20	20	3.42	8.50 x 14	191.7	S	S	43
PACKARD-CLIPPER																							
Town Sedan	120.5		36	44	211.8	77.4	60.1	8.2	56.9	55.9	90° V-8	7.5	275 @ 4800		333 @ 3200	18	17		7.60 x 15	195.3	O	O	40.4
PLYMOUTH																							
Pl., Sav., Bel. 6	118	‡3265	35.3	45.9	204.6	78.2	56.6	5.2	59.6	60.1	inl. 6 L	8.0	132 @ 3600	24.7	205 @ 1600	20	13	3.73	7.50 x 14	184	O	O	42.5
Pl., Sav., Bel. 8	118	‡3432	35.3	45.9	204.6	78.2	56.7	5.3	59.6	60.1	V-8 ohv	8.5	215 @ 4400	16.0	285 @ 2800	20	20	3.54	7.50 x 14	184	O	O	42.5
Fury	118	3480	34.1	45.7	206.1	79.1	53.5	5.0	59.6	60.1	V-8 ohv	9.25	290 @ 5400	12.0	325 @ 4000	20	20	3.73	8.00 x 14	184	O	O	42.5
PONTIAC																							
Star Chief, Del. & Cust.	124	3740	36	43.4	213.8	75.2	60	7.1	59	59.4	90° V-8	10.1	270 @ 4800	13.8	354 @ 2400	20	22	3.23	8.00 x 14	178	O	O	—
Super Chief	122	3695	36	43.4	206.8	75.2	60	7.1	59	59.4	90° V-8	10.1	270 @ 4800	13.7	354 @ 2400	20	22	3.08	8.00 x 14	178	O	O	—
Chieftain	122	3670	36	43.4	206.8	75.2	60	7.1	59	59.4	90° V-8	10.1	252 @ 4600	14.6	333 @ 2300	20	22	3.08	8.00 x 14	178	O	O	—
RAMBLER																							
Rambler 6	108	2915	36.6	43	193.6	71.3	58.6	8.1	57.7	58	inl. 6 ohv	8.25	125 @ 4200	23.3	175 @ 1600	20	10	3.77	6.40 x 15	150.4	S	O	37.5
Rambler 8	108	3220	36.6	43	193.6	71.3	58.6	8.1	57.7	58	V-8 ohv	8	190 @ 4900	16.9	240 @ 2500	20	20	4.1	6.70 x 15	150.4	S	O	37.5
STUDEBAKER																							
Champion	116.5	2835	36.5	42.5	202.4	75.8	59.5	8.0	57.2	56.2	inl. 6 L	7.8	101 @ 4000	28.1	152 @ 1800	18	11	4.1	6.40 x 15	166	O	O	39.5
Commander	116.5	3140	36.5	42.5	202.4	75.8	59.8	8.0	56.7	55.7	90° V-8	8.3	180 @ 4500	17.5	260 @ 2800	18	17	3.54	6.70 x 15	195.2	O	O	39.5
President	116.5	3210	36.5	42.5	200.8	75.8	59.8	8.2	56.7	55.7	90° V-8	8.3	210 @ 4500	15.3	300 @ 2800	18	17	3.54	6.70 x 15	195.2	O	O	39.5
Pres. Classic	120.5	3295	36.5	42.5	206.4	75.8	59.9	8.2	56.7	55.7	90° V-8	8.3	210 @ 4500	14.7	300 @ 2800	18	17	3.54	7.10 x 15	195.2	O	O	41.0
Silver Hawk 6	120.5	2780	34.6	43.7	203.9	71.3	54.7	8.0	57.2	56.2	inl. 6 L	7.8	101 @ 4000	27.5	152 @ 1800	18	11	4.1	6.40 x 15	166	O	O	41.0
Silver Hawk 8	120.5	3120	35.6	43.7	203.9	71.3	55.0	8.2	56.7	55.7	90° V-8	8.3	225 @ 4500	14.9	305 @ 3000	18	17	3.54	6.70 x 15	195.2	O	O	41.0
Golden Hawk	120.5	3265	35.6	43.7	203.9	71.3	55.1	8.2	56.7	55.7	90° V-8	7.5	275 @ 4800	11.9	333 @ 3200	18	17	4.27	7.10 x 15	195.2	O	O	41.0

NOTE: Under power brake and power steering, "O" refers to optional and "S" to standard equipment. *Power-Packages available. †Other options available. ‡Average Weight.



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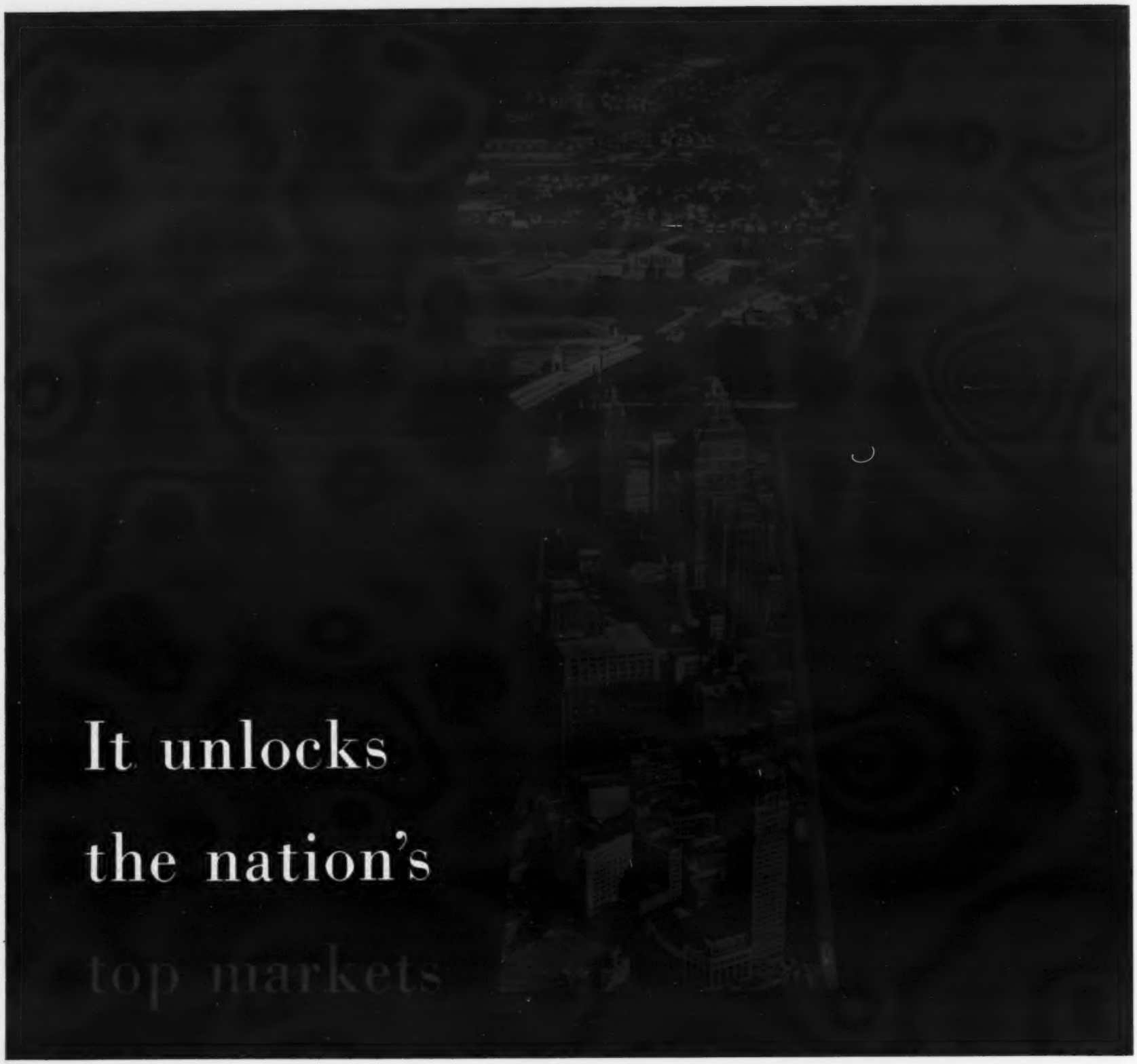
Engineers and Manufacturers
AUTOMATIC LUBRICATING EQUIPMENT
SAINT LOUIS 10, MISSOURI

Comparison: Advertised-Delivered Prices Of 1957 Automobiles

(Compiled by Automotive News)

(This table of advertised-delivered prices is based on prices in effect Apr. 1, 1957, and rounded off to the nearest dollar. It includes the retail list price suggested by the factory, provision for Federal excise taxes and suggested dealer delivery and handling charges. These prices do not include transportation costs, state and local taxes, optional equipment or any other charges that may be passed on to the retail buyer.)

	4-Door Sedan	2-Door Sedan	4-Door Hardtop	2-Door Hardtop	Station Wagon	Conv.	Automatic Drive	Power Steering	Power Brakes	Additional Models
BUICK										
Special	$2,660	$2,596	$2,780	$2,704	$3,047	$2,987	$220	$107	$39	Special 4-dr. 2-seat hardtop stat. wag., $3,167.
Century	3,234	.....	3,354	3,270	.....	3,598	Std.	107	39	Century 4-dr. 2-seat hardtop stat. wag., $3,706.
Super	.....	.....	3,681	3,536	.....	3,901	Std.	Std.	39	
Roadmaster	.....	.....	4,053	3,944	.....	4,066	Std.	Std.	39	
Roadmaster 75	.....	.....	4,483	4,373	.....	.....	Std.	Std.	Std.	
CADILLAC										
Series 62	.....	.....	4,781	4,677	.....	5,293	Std.	Std.	Std.	
Eldorado	.....	.....	13,074	7,286	.....	7,286	Std.	Std.	Std.	Series 62: Sedan deVille 4-dr. hardtop, $5,256; Coupe deVille 2-dr. hardtop, $5,116.
Sixty Special	.....	.....	5,614	.....	.....	.....	Std.	Std.	Std.	Series 75: Imperial limousine, $7,678.
Series 75	7,440	.....	.....	.....	.....	.....	Std.	Std.	Std.	
***CHEVROLET**										
One-Fifty	2,048	1,996	.....	.....	2,307	.....	188	70	38	(*Prices are for six-cylinder models. For V-8s, add $100.)
Two-Ten	2,174	2,122	2,270	2,204	2,402	.....	188	70	38	One-Fifty utility sed., $1,885. Two-Ten club cpe., $2,162; 4-dr., 2-seat stat. wag.,
Bel Air	2,290	2,238	2,364	2,299	2,580	2,511	188	70	38	$2,456; 4-dr. 3-seat stat. wag., $2,563. Bel Air 2-dr. 2-seat Nomad stat. wag., $2,757.
Corvette (V-8)	.....	.....	.....	3,465	.....	3,465	188	Not Offered	Not Offered	Turboglide transmission (V-8 models), $231. Fuel-injection, $484.
CHRYSLER										
Windsor	3,088	.....	3,217	3,153	3,575	.....	220	108	40	
Saratoga	3,718	.....	3,832	3,754	.....	.....	Std.	Std.	40	
New Yorker	4,172	.....	4,258	4,201	4,745	4,638	Std.	Std.	40	
300-C	.....	.....	.....	4,929	.....	5,359	Std.	108	Std.	
CONTINENTAL	.....	.....	.....	9,966	.....	.....	Standard	Standard	Standard	
DeSOTO										
Firesweep	2,777	.....	2,912	2,836	3,169	.....	220	106	39	Firesweep 4-dr. 3-seat stat. wag., $3,310.
Firedome	2,958	.....	3,142	3,085	.....	3,361	220	106	39	Fireflite 4-dr. 3-seat stat. wag., $4,124.
Fireflite	3,487	.....	3,671	3,614	3,982	3,890	Std.	106	39	PowerFlite transmission (Firesweep only), $180.
Adventurer	.....	.....	.....	3,997	.....	4,272	Std.	106	Std.	
DODGE										
Coronet 6	2,451	2,370	.....	.....	.....	.....	180	Not Offered	38	Station wagons: Suburban—2-dr. 2-seat., $2,861. Sierra—4-dr. 2-seat, $2,946; 4-dr.
Coronet V-8	2,558	2,478	2,665	2,580	.....	2,841	220	92	38	3-seat, $3,073. Custom Sierra—4-dr. 2-seat, $3,087; 4-dr. 3-seat, $3,215.
Royal V-8	2,711	.....	2,818	2,768	.....	.....	220	92	38	PowerFlite transmission (Coronet 6 and Coronet V-8 only), $180.
Custom Royal V-8	2,881	.....	2,991	2,920	.....	3,146	220	92	38	
***FORD**										(*Prices are for six-cylinder models. For V-8s, add $100.)
Custom	2,042	1,991	.....	.....	.....	.....	180	69	37	Custom business 2-dr., $1,879. Fairlane 500 retractable hardtop cpe. (V-8 std.),
Custom 300	2,157	2,105	.....	.....	.....	.....	180	69	37	$2,942.
Fairlane	2,286	2,235	2,357	2,293	.....	.....	180	69	37	Station wagons: 2-dr. 2-seat Ranch Wagon, $2,301; 2-dr. 2-seat Del Rio Ranch
Fairlane 500	2,333	2,281	2,404	2,339	.....	2,505	180	69	37	Wagon, $2,397; 4-dr. 2-seat Country Sedan, $2,451; 4-dr. 3-seat Country Sedan,
Thunderbird (V-8)	.....	.....	.....	3,408	.....	.....	215	64	37	$2,556; 4-dr. 3-seat Country Squire, $2,684.
HUDSON										
Hornet Super	2,821	.....	.....	2,911	.....	.....	232	100	40	
Hornet Custom	3,011	.....	.....	3,101	.....	.....	232	100	Std.	
IMPERIAL										
Imperial	4,837	.....	4,837	4,735	.....	.....	Std.	Std.	Std.	
Crown	5,406	.....	5,406	5,268	.....	5,597	Std.	Std.	Std.	
LeBaron	5,742	.....	5,742	.....	.....	.....	Std.	Std.	Std.	
Limousine		(Limousine prices not available.)								
LINCOLN										
Capri	4,794	.....	4,794	4,649	.....	.....	Std.	Std.	Std.	
Premiere	5,293	.....	5,293	5,148	.....	5,381	Std.	Std.	Std.	
MERCURY										
Monterey	2,645	2,576	2,763	2,693	.....	3,005	226	86	38	Station wagon: Commuter—2-dr. 2-seat, $2,903; 4-dr. 2-seat, $2,973; 4-dr. 3-seat,
Montclair	3,188	.....	3,317	3,236	.....	3,430	Std.	86	38	$3,070. Voyager—2-dr. 2-seat, $3,403; 4-dr. 3-seat, $3,570. Colony Park—4-dr. 3-seat,
Turnpike Cruiser	.....	.....	3,849	3,758	.....	4,103	Std.	Std.	Std.	$3,677. (Merc-O-Matic standard on Voyager and Colony Park.)
***METROPOLITAN**	.....	.....	.....	1,527	.....	1,551	Not Offered	Not Offered	Not Offered	*Price at Coastal port of entry.
NASH										
Ambassador Super	2,821	.....	.....	2,911	.....	.....	232	100	40	
Ambassador Custom	3,011	.....	.....	3,101	.....	.....	232	100	Std.	
OLDSMOBILE										
Series 88	2,798	2,733	2,932	2,854	3,202	3,182	231	107	40	Series 88 4-dr. 2-seat hardtop stat. wag., $3,313; Super 88 4-dr. 2-seat hardtop
Super 88	3,030	2,968	3,257	3,180	.....	3,447	231	107	40	stat. wag., $3,541.
Series 98	3,741	.....	4,013	3,937	.....	4,217	Std.	Std.	Std.	
PACKARD-CLIPPER	3,212	.....	.....	.....	3,384	.....	Std.	98	38	
***PLYMOUTH**										
Plaza	2,055	2,008	.....	.....	.....	.....	180	84	38	(*Prices are for six-cylinder models. For V-8s, add $100.)
Savoy	2,193	2,147	2,317	2,229	.....	.....	180	84	38	Plaza business cpe., $1,899. Station wagons (Suburban): 2-dr. 2-seat Deluxe, $2,330;
Belvedere	2,310	2,263	2,418	2,348	.....	2,638 (V-8 Std.)	180	84	38	2-dr. 2-seat Custom, $2,440; 4-dr. 2-seat Custom, $2,494; 4-dr. 3-seat Custom, $2,649; 4-dr. 2-seat Sport, $2,622; 4-dr. 3-seat Sport, $2,777.
Fury (V-8)	.....	.....	.....	2,925	.....	.....	220	84	38	TorqueFlite transmission (V-8 Belvedere and V-8 Sport Suburban only), $220.
PONTIAC										
Chieftain	2,527	2,463	2,614	2,529	2,841	.....	231	107	39	Chieftain 4-dr. 3-seat stat. wag., $2,898. Star Chief—4-dr. Custom sed., $2,896; 4-
Super Chief	2,664	.....	2,793	2,735	3,021	.....	231	107	39	dr. 2-seat Safari stat. wag., $3,636; Bonneville (fuel injection) conv., $5,782. (Hydra-
Star Chief	2,839	.....	2,975	2,901	3,481	3,105	231	107	39	Matic, power steering, power brakes standard on Bonneville.)
RAMBLER										
Deluxe 6	1,961	.....	.....	.....	.....	.....	188	59	36	
Super 6	2,123	.....	2,208	.....	2,410	.....	188	59	36	Custom V-8 4-dr. 2-seat hardtop stat. wag., $2,715. Rebel V-8 4-dr. hardtop, $2,786.
Custom 6	2,213	.....	.....	.....	2,500	.....	188	59	36	Fuel injection (Rebel only), $395.
Super V-8	2,253	.....	.....	.....	2,540	.....	232	59	36	
Custom V-8	2,343	.....	2,428	.....	2,630	.....	232	59	36	
STUDEBAKER										Champion 6: 4-dr. deluxe sed., $2,171; 2-dr. deluxe sed., $2,123.
										Commander V-8: 4-dr. deluxe sed., $2,295; 2-dr. deluxe sed., $2,246.
Champion 6	2,049	2,001	.....	.....	.....	.....	189	98	38	Station wagons: 2-dr. 2-seat Pelham 6, $2,382; 4-dr. 2-seat Parkview 8, $2,505;
Commander V-8	2,173	2,124	.....	.....	.....	.....	189	98	38	4-dr. 2-seat Provincial 8, $2,561; 4-dr. 2-seat Broadmoor 8, $2,666.
President V-8	2,407	2,358	.....	.....	.....	.....	189	98	38	Hawks: Silver Hawk 6 cpe., $2,142; Silver Hawk 8 cpe., $2,263; Golden Hawk 8
President Classic V-8	2,539	.....	.....	.....	.....	.....	189	98	38	2-dr. hardtop, $3,182. (Overdrive standard on Golden Hawk. Automatic transmission $119 extra.)



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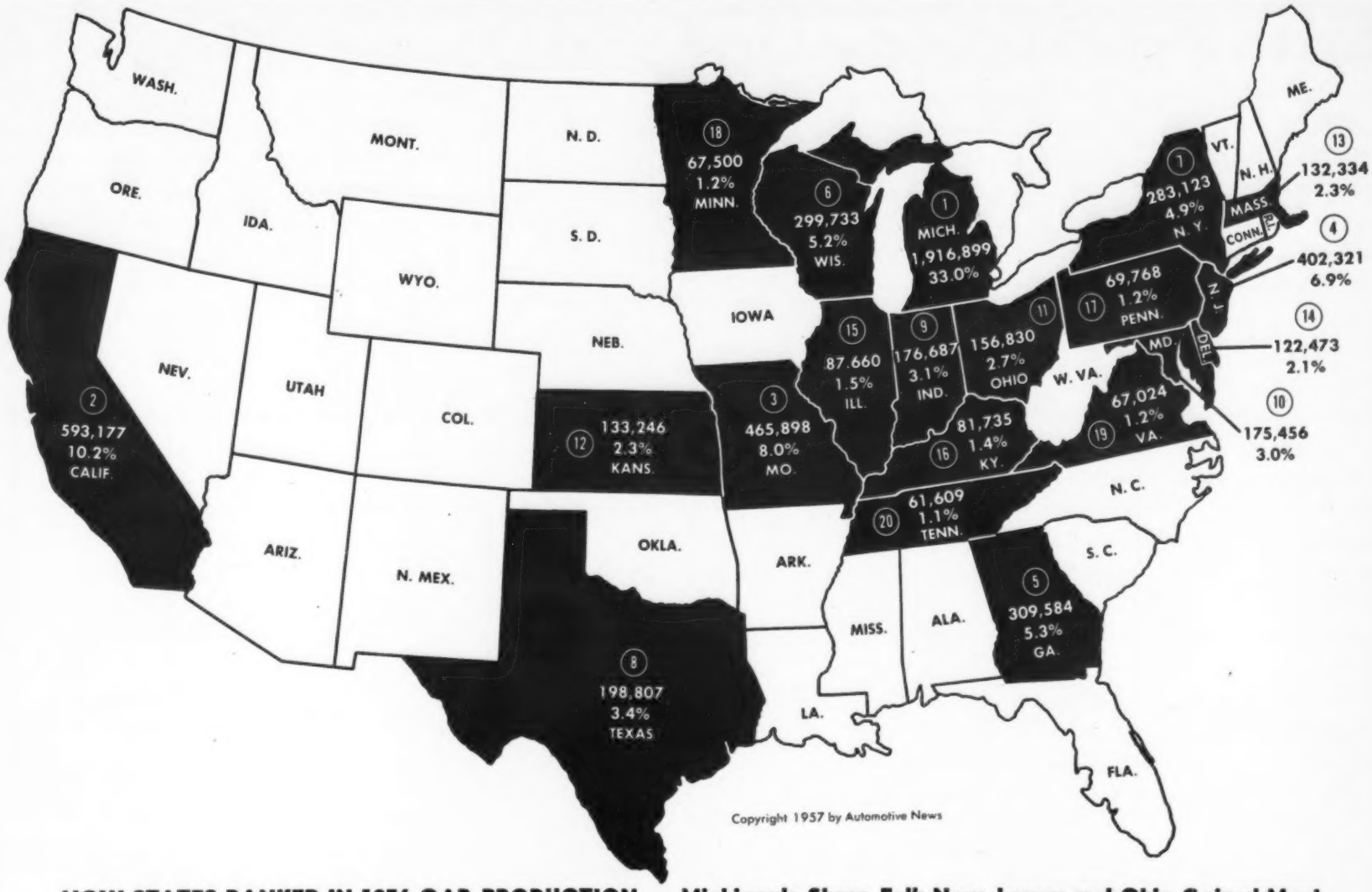


HOW STATES RANKED IN 1956 CAR PRODUCTION — Michigan's Share Fell; New Jersey and Ohio Gained Most

* * * * * *

Location of Vehicle Makers' Plants by Cities and States

(Includes Plants on Standby Status)

ALABAMA
Sheffield—~~Ford Motor*~~

ARIZONA
Kingman—[Ford Motor] Phoenix—[International] Mesa—[GM]

ARKANSAS
Malvern—Fabricast (GM)

CALIFORNIA
Oakland—‡Peterbilt, Fisher, ‡Chevrolet
San Leandro—Chrysler Corp., ‡Chrysler Corp.
Emeryville—‡International
San Jose—‡Ford Division
Long Beach—‡Ford Division
Rosemead—~~‡Mercury*~~
Anaheim—Delco-Remy (GM)
Los Angeles—‡Chevrolet, ‡Chrysler Corp., ‡Mercury, ‡B-O-P, Fisher

COLORADO
Colorado Springs—[Ford Motor]

CONNECTICUT
Bristol—New Departure (GM)
Meriden—New Departure (GM)
Bridgeport—Metropolitan Body (International Subsidiary)

DELAWARE
Wilmington—‡B-O-P Newark—‡Plymouth Newark—Chrysler Corp.

GEORGIA
Atlanta—Fisher, ‡B-O-P, ‡Chevrolet, Chrysler Corp., ‡Ford Division

ILLINOIS
Chicago—Diamond T, Ford Motor, ‡Ford Division, Fisher, Electro-Motive (GM), Delco Radio (GM)
LaGrange—Electro-Motive (GM)
Danville—Central Foundry (GM)

INDIANA
South Bend—[Studebaker], ‡Studebaker-Packard (2)
Kokomo—Chrysler Corp., Delco Radio (GM)
Bedford—Fabricast (GM)
Indianapolis—~~Ford Motor*~~, Chevrolet, ‡International, Chrysler Corp., Allison (2-GM)
Evansville—Plymouth, ‡Plymouth
Anderson—Delco-Remy (GM), Guide Lamp (GM)
Marion—Fisher
Muncie—Delco-Remy (GM), Chevrolet
Newcastle—Chrysler Corp.
Ft. Wayne—‡International

IOWA
Des Moines—‡Ford Tractor & Implement, Ford Tractor & Implement

KANSAS
Kansas City—Chrysler Corp., ‡B-O-P
Olathe—Delco-Remy (GM)

KENTUCKY
Louisville—‡Ford Division

MARYLAND
Baltimore—‡Chevrolet, Fisher

MASSACHUSETTS
Somerville—‡Ford Division
Framingham—‡B-O-P

MICHIGAN
Brooklyn—Ford Motor
Flint—Chevrolet (4), ‡Chevrolet, ‡Buick, Ternstedt (GM), Fisher (2), AC Spark Plug (GM)
Saginaw—Chevrolet (3), Saginaw Steering Gear (GM), Central Foundry (GM)
Bay City—Chevrolet
Grand Rapids—Fisher, Diesel Equipment (GM)
Lansing—‡Reo, ‡Oldsmobile, Fisher
Chelsea—[Chrysler Corp.]
Grand Blanc—Fisher
Manchested—Ford Motor
Marysville—Chrysler Corp.
Monroe—Ford Motor
Romeo—~~[Ford Motor*]~~

DETROIT AREA
Detroit—Ford Motor (18), ‡Lincoln-Mercury, ‡Lincoln*, ‡Mercury, ‡Continental, ‡Cadillac, ‡DeSoto, ‡Chrysler Division, Chrysler Corp. (28), Chrysler MoPar Division, Chevrolet (4), Ternstedt (GM), Detroit Diesel (2-GM), Cadillac (2), [Ford Motor], [GM], ‡Divco, ‡Ford Division (2), ‡Plymouth, DeSoto, Dodge (2) Detroit Transmission (GM), ‡Dodge, Fisher (6), ‡Pontiac, ‡GMC, Chrysler Division
American Motors Special Products

MINNESOTA
St. Paul—‡Ford Division
Minneapolis—‡Federal

MISSOURI
Claycomo—Ford Motor, ‡Ford Division
Kansas City—Fisher, ‡Chevrolet, ‡Dart
St. Louis—Fisher, ‡Chevrolet, ‡Mercury

NEW JERSEY
Bloomfield—‡Chevrolet
Mahwah—‡Ford Division
Metuchen—‡Mercury
Newark—Hyatt Bearing (2-GM)
Linden—‡B-O-P
New Brunswick—Delco-Remy (GM)
Trenton—Ternstedt (GM)
Plainfield—Mack

NEW YORK
Brooklyn—Walter Motor Truck
Tarrytown—‡Chevrolet, Fisher
Green Island—Ford Motor
Syracuse—Brown-Lipe-Chapin (GM)
Elmira Heights—Ward LaFrance
Rochester—Rochester Products (GM)
Buffalo—Ford Motor, ‡Ford Division, Harrison Radiator (GM) Chevrolet
Lockport—Harrison Radiator (GM)
Tonawanda—Chevrolet (3)
Cortland—‡Brockway

NORTH CAROLINA
Henderson—‡Corbitt

OHIO
Toledo—‡Willys Motors, Chevrolet (2)
Lima—~~Ford Motor*~~
Defiance—Central Foundry (GM)
Hamilton—Fisher
Norwood—‡Chevrolet, Fisher
Cincinnati—Ford Motor
Sharonville—~~Ford Motor*~~
Dayton—Moraine Products (GM), Delco Products (GM) Inland Mfg. (GM), Chrysler Airtemp Division (2), Frigidaire (GM)
Springfield—‡International
Columbus—Ternstedt (GM)
Shadyside—Willys Motors
Canton—Ford Motor
Youngstown—Chrysler Corp.
Mansfield—Fisher
Sandusky—~~Ford Motor*~~, New Departure (GM)
Elyria—Brown-Lipe-Chapin (GM)
Euclid—Fisher, Euclid (GM)
Cleveland—Cadillac, Fisher, Euclid (GM), ‡White, Ford Motor (4) Chevrolet, Cleveland Diesel (GM)
Warren—Packard Electric (GM)
Fairfax—Ford Motor
Loraine—~~‡Ford Division*~~
Twinsburg—Chrysler Corp.

OREGON
Portland—‡White

PENNSYLVANIA
Pittsburgh—Fisher
Jennerstown—[Ford Motor]
Chester—‡Ford Division
Exton—‡White
Allentown—‡Mack

TENNESSEE
Memphis—‡Ford Division
~~Nashville—Ford Motor*~~

TEXAS
Arlington—‡B-O-P
Dallas—‡Ford Division

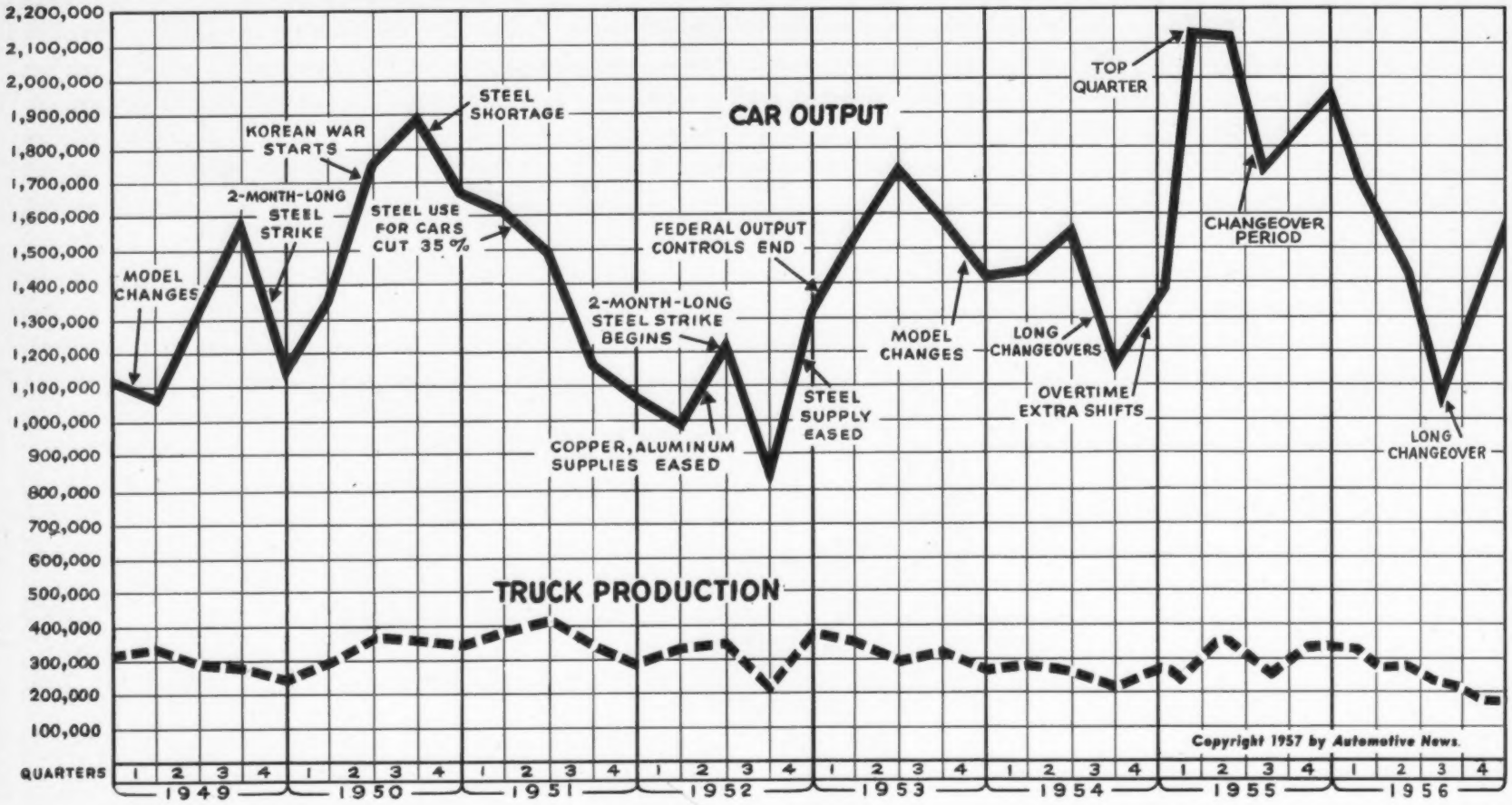
VIRGINIA
Norfolk—‡Ford Division

WASHINGTON (State)
Seattle—‡Kenworth

WISCONSIN
Milwaukee—American Motors (2), AC Spark Plug
Burlington—American Motors
Kenosha—‡American Motors
Janesville—‡Chevrolet, Fisher
Clintonville—Four Wheel Drive
Oshkosh—Oshkosh Motor Truck

KEY
‡ Assembly plants. Others are manufacturing facilities. Proving grounds are in brackets [ ].
*** Denotes plants under construction.**

Auto Production—Ups and Downs, 1949-'56



	1949	1950	1951	1952	1953	1954	1955	1956
Cars	5,118,293	6,658,510	5,330,594	4,337,443	6,134,823	5,508,637	7,942,125	5,801,865
Trucks	1,131,695	1,343,923	1,416,382	1,223,397	1,209,797	1,022,912	1,245,794	1,103,593

1956 Cars—U. S. Production Totals, Makes and Months

	JANUARY	FEBRUARY	MARCH	FIRST QUARTER TOTAL	APRIL	MAY	JUNE	FIRST HALF TOTAL	JULY	AUGUST	SEPTEMBER	NINE MONTH TOTAL	OCTOBER	NOVEMBER	DECEMBER	TOTAL, 1956 OUTPUT
AMERICAN MOTORS	15,000	13,547	13,715	42,262	7,622	7,170	3,804	60,858	5,537	1,891	7,884	76,170	11,732	6,294	9,994	104,190
Hudson	1,460	875	950	3,285	621	24	393	4,323	24	3	1,119	5,469	880	374	459	7,182
Nash	3,414	2,356	2,921	8,691	1,588	24	734	11,037	36	3	1,298	12,374	2,652	1,373	1,443	17,842
Rambler	10,126	10,316	9,844	30,286	5,413	7,122	2,677	45,498	5,477	1,885	5,467	58,327	8,200	4,547	8,092	79,166
CHRYSLER CORP.	100,719	75,822	77,509	254,050	82,798	73,757	63,304	473,909	74,518	52,035	4,624	605,086	57,547	97,683	109,945	870,261
Chrysler	11,957	9,883	10,187	32,027	9,439	9,244	8,443	59,153	9,233	4,501	32	72,919	2,824	8,377	11,236	95,356
Imperial	1,318	1,447	1,032	3,797	468	620	715	5,600	730	218	40	6,588	780	2,035	2,727	12,130
DeSoto	11,838	10,420	10,480	32,738	9,107	7,326	7,899	57,070	6,785	7,339	56	71,250	6,093	13,377	13,370	104,090
Dodge	22,658	15,983	16,156	54,797	17,141	18,886	17,721	108,545	18,461	9,454	2,626	139,086	16,160	22,771	27,710	205,727
Plymouth	52,948	38,089	39,654	130,691	46,643	37,681	28,526	243,541	39,309	30,523	1,870	315,243	31,690	51,123	54,902	452,958
FORD MOTOR	156,844	137,888	146,436	441,168	157,400	141,650	128,630	868,848	145,684	87,566	45,992	1,148,090	149,192	183,823	188,061	1,669,166
Continental	373	260	134	767	114	89	59	1,029	54	51	48	1,182	33	46	64	1,325
Ford	127,783	111,156	123,518	362,457	121,444	112,987	104,613	701,501	115,992	66,602	40,285	924,380	135,643	157,867	155,652	1,373,542
Lincoln	5,751	4,956	3,389	14,096	5,918	4,149	3,274	27,437	4,566	592	2,929	35,524	3,733	3,867	4,546	47,670
Mercury	22,937	21,516	19,395	63,848	29,924	24,425	20,684	138,881	25,072	20,321	2,730	187,004	9,783	22,043	27,799	246,629
GENERAL MOTORS	321,370	318,380	327,244	966,994	291,607	241,576	229,178	1,729,355	218,412	258,196	131,679	2,337,642	160,556	283,330	280,886	3,062,414
Buick	67,095	62,841	61,456	191,392	50,861	42,166	37,852	322,271	36,356	43,683	25,003	437,313	9,638	42,648	55,765	535,364
Cadillac	14,196	14,220	14,819	43,235	14,175	14,183	12,783	84,376	11,797	13,277	5,543	114,993	1,182	8,690	16,008	140,873
Chevrolet	151,677	152,664	164,088	468,429	158,741	127,469	124,246	878,885	117,950	139,903	56,180	1,192,918	127,628	160,989	139,470	1,621,005
Oldsmobile	50,166	50,447	48,919	149,532	38,330	33,011	31,368	252,241	31,074	35,249	25,482	344,046	9,222	37,586	42,050	432,904
Pontiac	38,236	38,208	37,962	114,406	29,500	24,747	22,929	191,582	21,235	26,084	19,471	258,372	12,886	33,417	27,593	332,268
S-P CORP.	18,145	9,959	10,356	38,460	8,190	7,520	5,458	59,628	4,725	2,887	543	67,783	10,038	9,673	8,340	95,834
Packard	3,793	220	3,034	7,047	2,054	2,301	1,875	13,277	.....	.....	.....	13,277	.....	.....	155	13,432
Studebaker	14,352	9,739	7,322	31,413	6,136	5,219	3,583	46,351	4,725	2,887	543	54,506	10,038	9,673	8,185	82,402
Total Cars, U. S.	612,078	555,596	575,260	1,742,934	547,617	471,673	430,374	3,192,598	448,876	402,575	190,722	4,234,771	389,065	580,803	597,226	5,801,865

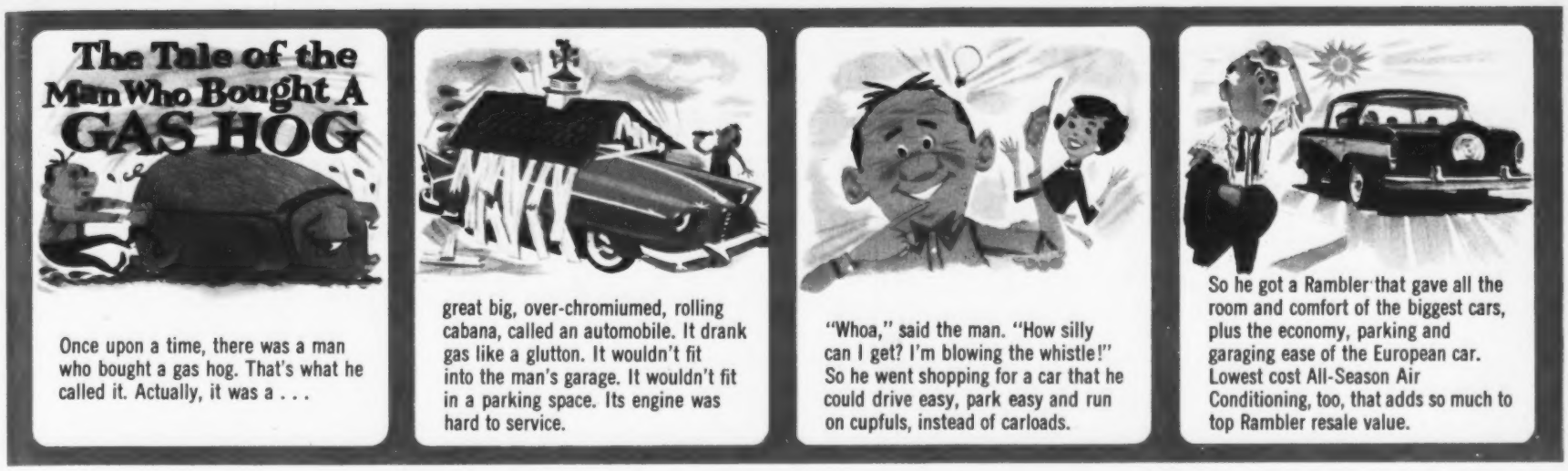
Automotive News Estimates

1956 Trucks—U. S. Production Totals, Makes and Months

	JANUARY	FEBRUARY	MARCH	FIRST QUARTER TOTAL	APRIL	MAY	JUNE	FIRST HALF TOTAL	JULY	AUGUST	SEPTEMBER	NINE MONTH TOTAL	OCTOBER	NOVEMBER	DECEMBER	TOTAL, 1956 OUTPUT
CHEVROLET	36,519	35,481	34,589	106,589	32,984	29,161	27,569	196,303	25,617	30,952	11,362	264,234	30,788	30,012	28,473	353,507
DIAMOND T	408	397	452	1,257	415	451	426	2,549	453	474	443	3,919	496	371	275	5,061
DIVCO	421	394	345	1,160	336	353	330	2,179	178	272	228	2,857	204	196	288	3,545
DODGE	7,029	7,374	7,833	22,236	7,640	8,406	7,417	45,699	8,191	8,510	3,743	66,143	9,367	8,334	7,659	91,503
FORD	29,230	25,735	28,172	83,137	26,307	26,533	24,828	160,805	24,975	22,519	22,343	230,642	24,873	23,840	17,953	297,308
GMC	8,765	8,797	9,778	27,340	8,378	8,263	7,080	51,061	6,236	7,100	4,960	69,357	7,787	7,661	6,458	91,263
INTERNATIONAL	13,043	12,805	12,840	38,688	12,398	11,929	10,341	73,356	9,489	10,768	9,856	103,469	10,808	10,957	12,605	137,839
MACK**	1,737	1,637	1,539	4,913	1,654	1,653	1,536	9,756	1,466	1,713	1,478	14,413	1,513	1,438	1,519	18,883
REO	331	306	301	938	316	338	351	1,943	320	378	301	2,942	364	280	203	3,789
STUDEBAKER	1,440	979	992	3,411	1,709	1,225	1,103	7,448	1,601	1,948	.....	10,997	950	1,532	1,214	14,693
WHITE*	1,687	1,732	1,570	4,989	1,488	1,631	1,551	9,659	999	1,434	1,174	13,266	1,523	1,260	1,134	17,183
WILLYS	5,754	5,453	5,758	16,965	4,440	5,456	4,842	31,703	4,788	4,131	5,470	46,092	6,489	6,571	6,427	65,579
MISCELLANEOUS***	239	380	378	997	275	309	253	1,834	310	320	217	2,681	280	282	197	3,440
Total Trucks, U. S.	106,603	101,470	104,547	312,620	98,340	95,708	87,627	594,295	84,623	90,519	61,575	831,012	95,442	92,734	84,405	1,103,593

* Autocar, Freightliner and Sterling are included in White totals.
** Brockway included in Mack totals.
*** Miscellaneous includes Corbitt, Marmon-Herrington, Federal, Four-Wheel Drive, etc.

Automotive News Estimates



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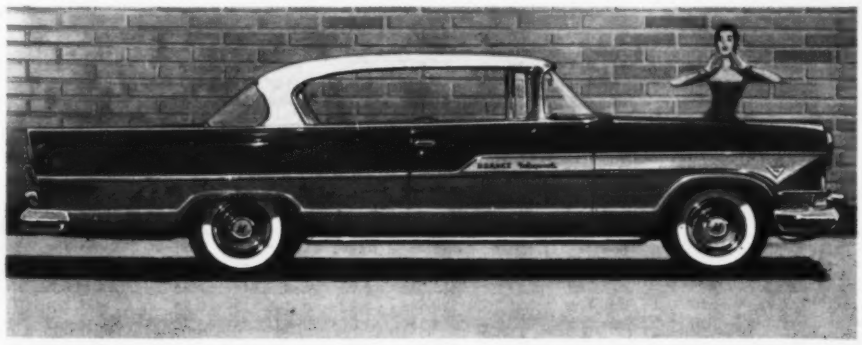
HUDSON HORNET V-8

Price is down, power is up to a blazing 255 H.P. to make this the hottest Hornet in Hudson history. Sleek new styling with longer, lower lines.



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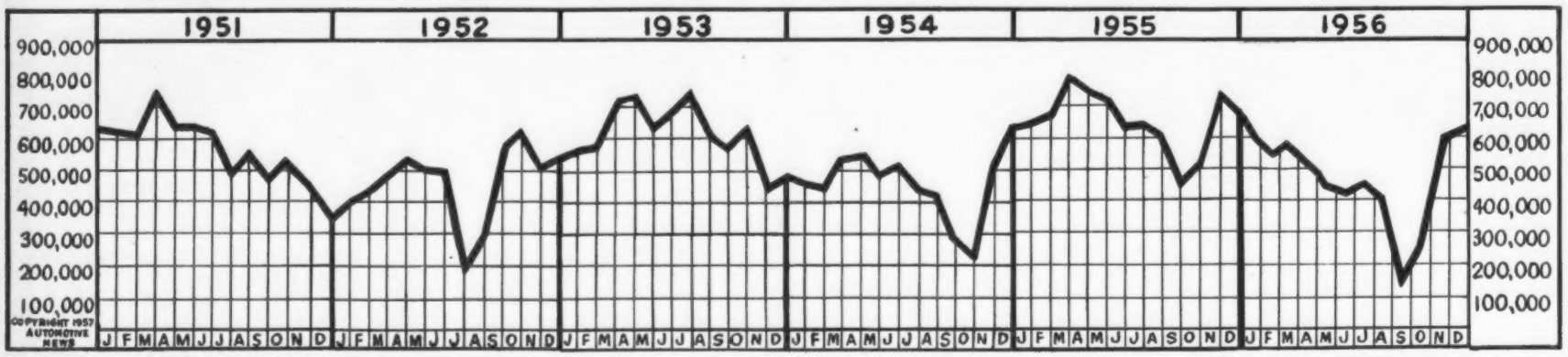
Car Production Horizons—1951-1956



Automotive News Car and Truck Production Estimates, Makes and Years, 1937-1956

	1956	1955	1954	1953	1952	1951	1950	1949	1948	1947	1946	1945	1942	1941*	1940*	1939*	1938*	1937*
Buick	535,364	781,296	531,463	485,353	321,048	404,695	552,827	398,482	275,504	267,830	156,080	2,482	16,402	316,251	311,403	231,219	180,456	232,648
Cad.-LaSalle	140,873	153,334	123,746	103,538	96,851	103,272	110,535	81,545	66,209	59,436	28,444	1,142	2,874	58,526	41,704	38,506	28,285	44,736
Chevrolet†	1,974,512	2,223,341	1,739,874	1,839,132	1,210,100	1,544,216	2,015,158	1,493,501	1,165,678	1,031,338	667,250	94,815	45,180	1,295,952	1,130,518	931,669	694,188	1,189,779
Chrysler	95,356	162,312	101,743	160,410	120,678	162,916	164,697	141,241	118,937	109,415	77,075	367	6,028	136,325	123,311	72,284	49,936	126,260
Continental	1,325	1,231	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Crosley†	.....	.....	.....	.....	1,694	5,598	8,121	9,707	32,637	26,182	5,008	.....	1,029	2,289	422	2,017	.....	.....
DeSoto	104,090	129,767	69,844	129,963	97,558	120,412	126,664	105,846	93,591	80,427	62,431	947	4,196	93,575	88,680	58,465	38,076	92,040
Dodge†	297,230	408,656	246,647	398,962	422,390	488,360	454,418	444,746	412,687	394,729	285,581	42,189	11,863	357,608	297,829	244,238	169,632	379,626
Ford†	1,670,850	2,138,421	1,697,558	1,501,335	1,014,284	1,218,115	1,532,920	1,085,783	850,856	849,497	572,116	92,589	32,307	922,984	805,960	746,887	561,554	1,095,984
Frazer	.....	.....	.....	.....	.....	.....	10,217	6,461	59,193	72,025	.....	.....	.....	.....	.....	.....	.....	.....
Hudson	7,182	26,623	31,566	76,331	76,348	93,327	143,006	142,462	143,697	103,780	94,312	5,047	6,476	79,529	87,900	82,161	56,280	102,362
Imperial	12,130	13,727	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Kaiser**	.....	1,021	5,818	21,987	75,292	99,118	136,694	51,534	122,123	72,465	.....	.....	.....	.....	.....	.....	.....	.....
Lincoln	47,670	39,995	35,733	41,962	31,992	25,387	35,485	33,132	43,688	29,275	13,477	569	1,276	18,401	27,378	21,565	19,722	34,645
Mercury	246,629	434,911	256,730	320,369	195,261	238,854	334,081	203,339	154,702	124,612	70,946	2,848	4,426	104,308	93,472	89,235	18,682	.....
Nash	17,842	51,315	62,611	135,394	152,141	160,859	189,543	142,592	118,621	113,315	98,769	6,148	5,500	79,535	64,256	65,859	32,017	87,987
Oldsmobile	432,904	643,460	433,810	319,414	228,452	285,634	396,757	282,885	194,755	191,418	114,674	3,498	11,753	233,110	216,255	160,551	96,671	217,789
Packard	13,432	69,667	27,583	81,400	62,989	76,075	72,098	104,593	98,898	52,273	42,102	2,977	5,771	72,877	76,927	76,366	50,260	108,553
Plymouth†	452,958	742,991	399,900	662,515	474,836	621,013	569,871	574,447	375,803	353,689	239,824	2,265	25,184	500,383	549,832	381,070	313,106	526,066
Pontiac	332,268	581,860	370,887	414,011	277,156	343,795	467,655	333,955	253,469	223,015	131,538	5,606	14,358	278,581	239,402	169,320	104,795	232,648
Rambler	79,166	83,852	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Studebaker†	97,095	131,679	100,604	218,080	220,160	274,384	318,468	291,875	234,004	191,451	120,763	1,309	8,834	133,855	124,272	111,552	52,605	91,317
Willys†	65,579	83,700	86,375	129,146	168,216	125,022	86,958	82,847	137,332	119,473	77,988	1,824	1,944	29,300	26,578	24,372	24,083	73,928
Miscellaneous†	281,003	284,758	209,057	305,315	513,394	355,924	276,260	239,015	323,908	327,994	15,405	4,321	476	395,603	386,239	225,272	165,429	380,197
TOTAL†	6,905,458	9,187,917	6,531,549	7,344,617	5,560,840	6,746,976	8,002,433	6,249,988	5,276,292	4,793,639	2,873,783	270,943	205,877	5,108,992	4,692,338	3,732,608	2,655,777	5,016,565

* Includes Canadian output. ** Includes Henry J. † Includes trucks. (1945 totals include civilian truck output only.)

Percentage of Year's Total Output for Each Month, 1948-1956

Passenger Car Production, U. S. Only

	1956 Production	% of Total	1955 Production	% of Total	1954 Production	% of Total	1953 Production	% of Total	1952 Production	% of Total	1951 Production	% of Total	1950 Production	% of Total	1949 Production	% of Total	1948 Production	% of Total	9 Year Average	Av. % Over 9 Yrs.
January	612,078	10.55	659,508	8.30	456,766	8.29	465,804	7.59	284,922	6.56	500,559	9.39	495,156	7.44	330,731	6.46	317,674	8.12	458,133	8.08
February	555,596	9.58	675,495	8.50	443,194	8.05	485,271	7.91	330,939	7.63	507,125	9.51	380,978	5.72	328,473	6.42	274,499	7.02	442,397	7.82
March	575,260	9.91	794,015	10.00	526,040	9.55	569,036	9.28	376,542	8.68	607,500	11.40	469,839	7.06	404,836	7.92	351,126	8.98	519,354	9.20
April	547,617	9.44	753,849	9.49	533,458	9.68	601,502	9.80	414,507	9.56	506,253	9.50	455,290	6.84	433,095	8.46	305,367	7.80	505,660	8.95
May	471,673	8.13	724,892	9.13	494,250	8.97	545,739	8.90	393,696	9.08	500,868	9.40	580,876	8.72	394,799	7.71	225,162	5.76	481,328	8.42
June	430,374	7.42	649,391	8.18	504,811	9.16	588,658	9.59	394,592	9.10	484,152	9.08	717,343	10.77	496,863	9.71	315,111	8.06	509,033	9.01
July	448,876	7.74	659,761	8.31	441,598	8.02	597,319	9.74	159,562	3.68	381,619	7.16	601,005	9.03	486,220	9.50	359,755	9.20	459,524	8.04
August	402,575	6.94	614,493	7.74	436,629	7.93	517,518	8.44	237,976	5.49	426,702	8.00	681,854	10.24	560,104	10.94	345,121	8.82	469,219	8.28
September	190,722	3.29	461,622	5.81	285,865	5.19	472,707	7.70	440,630	10.16	357,426	6.71	609,763	9.16	534,500	10.44	299,515	7.66	405,861	7.35
October	389,065	6.70	517,838	6.52	235,936	4.28	533,611	8.70	479,896	11.06	413,871	7.76	659,371	9.90	488,779	9.55	376,801	9.63	455,019	8.23
November	580,803	10.01	749,003	9.43	508,418	9.23	361,808	5.90	403,693	9.31	359,682	6.75	503,862	7.57	368,056	7.19	365,118	9.34	466,716	8.30
December	597,226	10.29	682,256	8.59	641,672	11.65	395,850	6.45	420,488	9.69	284,837	5.34	503,173	7.55	291,837	5.70	376,086	9.61	465,936	8.32
Total	5,801,865	100%	7,942,123	100%	5,508,637	100%	6,134,823	100%	4,337,443	100%	5,330,594	100%	6,658,510	100%	5,118,293	100%	3,911,335	100%	5,638,180	100%

Motor Truck Production, U. S. Only

	1956 Production	% of Total	1955 Production	% of Total	1954 Production	% of Total	1953 Production	% of Total	1952 Production	% of Total	1951 Production	% of Total	1950 Production	% of Total	1949 Production	% of Total	1948 Production	% of Total	9 Year Average	Av. % Over 9 Yrs.
January	106,603	9.66	92,067	7.39	97,670	9.55	111,949	9.25	105,519	8.63	126,396	8.92	97,685	7.27	113,640	10.04	107,120	7.85	106,516	8.73
February	101,470	9.20	61,880	4.97	86,173	8.42	100,642	8.32	101,730	8.31	113,137	7.99	90,187	6.70	104,591	9.24	108,045	7.92	96,427	7.90
March	104,547	9.47	110,209	8.85	100,389	9.81	132,013	10.91	110,793	9.06	139,468	9.85	110,361	8.21	115,744	10.23	137,717	10.09	117,916	9.61
April	98,340	8.91	128,886	10.35	96,869	9.47	128,836	10.65	113,085	9.24	135,083	9.54	102,972	7.63	105,064	9.28	130,201	9.54	115,482	9.40
May	95,708	8.67	129,852	10.42	89,286	8.73	88,775	7.34	107,721	8.81	140,543	9.92	121,660	9.06	84,470	7.46	109,560	8.03	107,507	8.72
June	87,627	7.94	119,297	9.57	88,553	8.66	75,144	6.21	105,270	8.60	133,163	9.40	134,885	10.04	103,365	9.13	119,168	8.73	107,385	8.70
July	84,623	7.67	107,090	8.60	76,146	7.44	111,047	9.18	35,203	2.88	113,802	8.03	110,548	8.23	98,122	8.67	115,643	8.47	94,691	7.68
August	90,519	8.20	97,278	7.81	73,270	7.16	101,544	8.39	59,829	4.89	122,478	8.65	135,605	10.10	101,757	8.99	114,061	8.36	99,593	8.06
September	61,575	5.58	87,305	7.01	66,746	6.53	95,721	7.91	114,755	9.38	106,077	7.49	103,468	7.70	84,877	7.50	108,944	7.98	92,162	7.45
October	95,442	8.65	95,816	7.69	63,801	6.24	89,105	7.38	135,806	11.10	107,131	7.56	111,418	8.30	80,823	7.14	103,736	7.60	98,120	7.96
November	92,734	8.40	117,049	9.39	90,436	8.84	76,630	6.33	113,561	9.28	94,405	6.67	97,503	7.26	69,377	6.13	107,535	7.88	95,470	7.80
December	84,405	7.65	99,065	7.95	93,573	9.15	98,388	8.13	120,125	9.82	84,699	5.98	127,631	9.50	69,865	6.19	103,227	7.55	97,892	7.99
Total	1,103,593	100%	1,245,794	100%	1,022,912	100%	1,209,794	100%	1,223,397	100%	1,416,382	100%	1,343,923	100%	1,131,695	100%	1,364,957	100%	1,229,161	100%

Combined Passenger Car and Truck Production, U. S. Only

	1956 Production	% of Total	1955 Production	% of Total	1954 Production	% of Total	1953 Production	% of Total	1952 Production	% of Total	1951 Production	% of Total	1950 Production	% of Total	1949 Production	% of Total	1948 Production	% of Total	9 Year Average	Av. % Over 9 Yrs.
January	718,681	10.41	751,575	8.18	554,436	8.49	577,753	7.87	390,441	7.02	626,955	9.29	592,841	7.41	444,371	7.11	424,794	8.05	564,650	8.20
February	657,066	9.52	737,375	8.03	529,367	8.10	585,913	7.98	432,669	7.78	620,262	9.19	471,165	5.89	433,064	6.93	382,544	7.25	538,825	7.85
March	679,807	9.84	904,224	9.84	626,429	9.59	701,049	9.55	487,335	8.76	746,968	11.07	580,200	7.25	520,580	8.33	488,843	9.27	637,271	9.28
April	645,957	9.35	882,735	9.61	630,327	9.65	730,338	9.93	527,592	9.49	641,336	9.51	558,262	6.98	538,159	8.61	435,568	8.26	621,142	9.04
May	567,381	8.22	854,744	9.30	583,536	8.93	634,514	8.64	501,417	9.02	641,411	9.51	702,536	8.78	479,269	7.67	334,722	6.34	588,837	8.49
June	518,001	7.50	768,688	8.37	593,364	9.08	663,802	9.04	499,862	8.99	617,315	9.15	852,228	10.65	600,238	9.60	434,279	8.23	616,419	8.96
July	533,499	7.73	766,851	8.35	517,744	7.93	708,366	9.64	194,765	3.50	495,421	7.34	711,553	8.89	584,342	9.35	475,398	9.01	554,215	7.97
August	493,094	7.14	711,771	7.75	509,899	7.81	619,062	8.43	297,805	5.36	549,180	8.14	817,459	10.22	661,861	10.59	459,182	8.70	568,812	8.24
September	252,297	3.65	548,927	5.97	352,611	5.40	568,428	7.74	555,386	9.99	463,503	6.87	713,231	8.91	619,377	9.91	408,459	7.74	498,024	7.35
October	484,507	7.02	613,654	6.68	299,737	4.59	622,716	8.48	615,702	11.07	521,002	7.72	770,789	9.63	569,602	9.11	480,537	9.11	553,138	8.16
November	673,537	9.75	866,052	6.68	598,854	9.17	438,438	5.97	517,254	9.30	454,087	6.73	601,365	7.51	437,433	7.00	472,653	8.96	562,186	8.20
December	681,631	9.87	781,321	6.68	735,245	11.26	494,238	6.73	540,613	9.72	369,536	5.48	630,804	7.88	361,702	5.79	479,313	9.08	563,822	8.26
Total	6,905,458	100%	9,187,917	100%	6,531,549	100%	7,344,617	100%	5,560,840	100%	6,746,976	100%	8,002,433	100%	6,249,988	100%	5,276,292	100%	6,867,341	100%

Automotive News Estimates.

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How They Fared . . .

12 Months' Truck Output— '56 vs. '55

(U. S. Production)

	Total Output, 1956	Pct. of Total	Total Output, 1955	Pct. of Total	Gain or Loss
CHEVROLET	353,507	32.03	393,312	31.57	+0.46
DIAMOND T	5,061	0.46	5,180	0.41	+0.05
DIVCO	3,545	0.32	3,839	0.31	+0.01
DODGE	91,503	8.29	95,618	7.68	+0.61
FORD	297,308	26.94	373,897	30.01	−3.07
GMC	91,263	8.27	105,090	8.44	−0.17
INTERNATIONAL	137,839	12.49	130,370	10.46	+2.03
MACK***	18,883	1.71	15,296	1.23	+0.48
REO	3,789	0.34	5,190	0.42	−0.08
STUDEBAKER	14,693	1.33	19,287	1.55	−0.22
WHITE**	17,183	1.56	17,213	1.38	+0.18
WILLYS	65,579	5.95	78,922	6.33	−0.38
MISCELLANEOUS*	3,440	0.31	2,580	0.21	+0.10
Total Trucks, U. S.	1,103,593	100.00	1,245,794	100.00	

*Miscellaneous includes Corbitt, Marmon-Herrington, Four Wheel Drive, Federal, etc.

**Autocar, Freightliner and Sterling included in White totals.

***Brockway included in Mack totals.

Output by States

Percent of cars produced in each state:

1956 Pos.	%		1955 Pos.	%
1	33.0	Michigan	1	34.1
2	10.2	California	2	10.1
3	8.0	Missouri	3	8.1
4	6.9	New Jersey	4	6.3
5	5.3	Georgia	5	5.2
6	5.2	Wisconsin	6	4.7
7	4.9	New York	7	4.4
8	3.4	Texas	8	3.6
9	3.1	Indiana	9	3.2
10	3.0	Maryland	12	2.7
11	2.7	Ohio	14	2.1
12	2.3	Kansas	11	2.8
13	2.3	Massachusetts	10	2.8
14	2.1	Delaware	13	2.1
15	1.5	Illinois	15	1.6
16	1.4	Kentucky	17	1.3
17	1.2	Pennsylvania	20	1.1
18	1.2	Minnesota	16	1.4
19	1.2	Virginia	18	1.2
20	1.1	Tennessee	19	1.2

How They Fared . . .

12 Months' Car Output—'56 vs. '55

(U. S. PRODUCTION)

	Total Output, 1956	Pct. of Total	Total Output, 1955	Pct. of Total	Gain or Loss
CHRYSLER CORP.	870,261	15.00	1,001,585	17.15	−2.15
Chrysler	85,556	1.04	102,313	2.04	−0.40
Imperial	12,130	0.21	12,737	0.18	+0.03
DeSoto	104,080	1.79	120,767	1.69	+0.10
Dodge	205,727	3.55	313,083	3.94	−0.39
Plymouth	452,968	7.81	742,991	9.36	−1.55
FORD MOTOR	1,600,168	28.77	2,340,601	28.21	+0.56
Continental	1,525	0.02	1,231	0.01	+0.01
Ford	1,373,542	23.68	1,704,534	22.22	+1.46
Lincoln	47,670	0.82	39,905	.50	+0.32
Mercury	248,030	4.25	434,911	5.48	−1.23
GENERAL MOTORS	3,062,414	52.78	2,909,979	50.24	+2.54
Buick	535,204	9.23	781,296	9.84	−0.61
Cadillac	140,573	2.42	153,334	1.96	+0.50
Chevrolet	1,631,005	27.98	1,830,029	23.04	+4.94
Oldsmobile	432,004	7.46	643,460	8.10	−0.64
Pontiac	332,203	5.73	581,860	7.33	−1.60
TOTAL BIG 3	5,691,341	98.55	7,899,475	95.60	
AMERICAN MOTORS	104,160	1.80	161,700	2.04	−0.24
Hudson	7,120	0.12	26,023	0.34	−0.22
Nash	17,242	0.31	51,315	0.65	−0.34
Rambler	79,108	1.37	88,358	1.05	+0.32
KAISER MOTORS	.....	.....	5,730	0.07	−0.07
Kaiser	.....	.....	1,021	0.01	−0.01
Willys	.....	.....	4,778	0.06	−0.06
S-P CORP.	95,534	1.65	182,009	2.29	−0.64
Packard	12,432	0.22	60,067	0.76	−0.05
Studebaker	82,402	1.43	112,392	1.41	+0.01
TOTAL LITTLE 3	200,094	3.46	349,668	4.40	−0.95
TOTAL CARS, U. S.	5,891,547	100.00	7,943,313	100.00	

Alltime U.S. Car-Output Records by Makes

	Year	Total
AMERICAN MOTORS		
Hudson	1929	300,962
Nash	1950	189,543
CHRYSLER CORP.		
Chrysler	1955	176,039
DeSoto	1953	129,963
Dodge	1950	326,928
Plymouth	1955	742,991
FORD MOTOR		
Ford	1923	1,817,891
Lincoln	1956	47,670
Mercury	1955	434,911
GENERAL MOTORS		
Buick	1955	781,296
Cadillac	1955	153,334
Chevrolet	1955	1,830,029
Oldsmobile	1955	643,460
Pontiac	1955	581,860
STUDEBAKER-PACKARD		
Studebaker	1950	268,145
Packard	1948	109,000

Truck-Trailer Production—Percentage of Total by Types, 1949-1956

	1956 Prod.	1956 %	1955 Prod.	1955 %	1954 Prod.	1954 %	1953 Prod.	1953 %	1952 Prod.	1952 %	1951 Prod.	1951 %	1950 Prod.	1950 %	1949 Prod.	1949 %
TOTAL TRAILER PRODUCTION	71,607	100.0	77,987	100.0	55,399	100.0	97,102	100.0	58,078	100.0	67,384	100.0	64,617	100.0	33,097	100.0
Government & Export	3,750	5.2	3,344	4.3	10,177	18.7	....*	....	....	....	....	....	....	....	....	....
All Other Customers	67,857	94.8	74,510	95.7	45,222	81.3	....*	....	....	....	....	....	....	....	....	....
Complete Trailers, Total	67,947	94.6	75,091	96.5	53,105	95.9	93,796	96.6	54,693	94.2	64,119	95.2	62,270	96.3	31,571	95.4
Vans, Total	39,670	55.2	47,498	61.0	26,185	47.3	31,969	32.8	24,043	41.4	32,571	48.3	38,257	59.2	18,317	55.4
Insulated and Refrigerated***	5,342	7.4	5,216	6.7	4,290	7.8	4,029	4.1	3,320	5.7	4,179	6.2	3,925	6.0	2,642	8.0
Furniture, Total***	2,100	2.9	1,960	2.5	1,079	2.0	1,518	1.5	1,394	2.4	1,365	2.0	....**	....	....	....
All Other Closed Top Vans***	28,120	39.2	35,565	45.7	18,688	33.5	22,590	23.2	16,785	28.9	23,673	35.1	30,368	47.1	14,056	42.5
Open Top, Total***	4,108	5.7	4,757	6.1	2,128	4.0	3,832	3.9	2,544	4.4	3,355	5.0	3,964	6.1	1,619	4.8
Tanks, Total	6,583	9.4	5,843	7.5	6,143	11.1	4,732	4.8	5,201	8.9	5,961	8.9	3,982	6.2	2,035	6.1
Petroleum	5,451	7.7	5,083	6.5	5,477	9.9	3,917	4.0	4,365	7.5	5,319	7.9	3,688	5.9	1,855	5.6
All Other Tank Trailers	1,132	1.7	760	1.0	666	1.2	815	.8	836	1.4	642	1.0	294	.4	180	.5
Pole, Pipe and Logging, Total	1,876	2.6	2,198	2.9	1,349	2.4	1,623	1.7	2,395	4.1	3,004	4.5	2,512	3.9	1,260	3.8
Single Axle	604	0.8	779	1.0	527	.9	603	.6	991	1.7	1,231	1.8	1,434	2.2	642	1.9
Tandem Axle	1,272	1.8	1,419	1.9	822	1.5	1,020	1.1	1,404	2.4	1,773	2.7	1,078	1.7	618	1.9
Platforms, Total	11,594	16.0	10,821	13.9	7,090	12.8	13,706	14.1	13,403	23.1	13,417	19.9	11,470	17.7	6,159	18.6
Racks, livestock and stake	911	1.2	1,100	1.4	837	1.5	3,740	3.9	4,270	7.4	1,943	2.9	1,590	2.4	950	2.9
Grain bodies, all types	1,774	2.4	1,201	1.5	830	1.5	907	.9	1,273	2.2	855	1.3	642	1.0	359	1.1
Platforms, all others	8,909	12.4	8,520	11.0	5,423	9.8	9,059	9.3	7,860	13.5	10,619	15.7	9,238	14.3	4,850	14.6
Lowbed Heavy-Haulers	3,114	4.3	2,915	3.7	3,174	5.7	5,444	5.6	5,696	9.7	4,188	6.2	1,758	2.7	1,426	4.3
Dump-Trailers	2,238	3.1	1,987	2.6	1,090	2.0	1,182	1.2	1,026	1.7	1,321	2.0	908	1.4	470	1.4
All Other Trailers	2,872	4.0	3,829	4.9	8,074	14.6	35,140	36.2	2,929	5.0	3,657	5.4	3,383	5.2	1,904	5.8
Trailer Chassis Only	3,852	5.4	2,763	3.5	2,294	4.1	3,306	3.4	3,385	5.8	3,265	4.8	2,347	3.7	1,526	4.6
UNITS SHIPPED, TOTAL	67,461		76,272		54,582		96,699		57,973		64,691		65,966		34,273	
DOLLAR VALUE OF SHIPMENTS	$328,345,000		$370,711,000		$245,501,000		$294,849,000		$228,378,000		$245,315,000		$229,685,000		$119,098,000	

* No Breakdown Available
** Combined with All Other Closed Top Vans
*** Steel and Aluminum

Compiled by: Truck-Trailer Manufacturers Assn., Inc.
From Bureau of Census "Facts for Industry" Reports.

1956 Vehicles--Canadian Production Totals by Months

	January	February	March	First Quarter Total	April	May	June	First Half Total	July	August	September	Nine Month Total	October	November	December	Grand Total, 1956
AMERICAN MOTORS	597	649	746	1,992	733	608	457	3,790	273	....	152	4,215	550	489	330	5,584
Cars	597	649	746	1,992	733	608	457	3,790	273	....	152	4,215	550	489	330	5,584
CHRYSLER CORP.	11,924	8,859	12,067	32,850	13,181	11,163	11,515	68,709	11,970	510	844	82,033	3,949	10,180	8,774	104,936
Cars	11,076	8,479	11,272	30,827	11,478	9,583	10,035	61,923	10,458	....	13	72,394	2,832	9,015	7,923	92,164
Trucks	848	380	795	2,023	1,703	1,580	1,480	6,786	1,512	510	831	9,639	1,117	1,165	851	12,772
FORD MOTOR CO.	14,662	15,587	14,066	44,315	17,268	17,096	13,073	91,752	14,461	4,516	4,786	115,515	9,522	11,477	12,352	148,866
Cars	12,068	12,703	10,687	35,458	14,126	14,221	10,868	74,673	11,589	2,948	2,707	91,917	7,566	9,274	10,841	119,598
Trucks	2,594	2,884	3,379	8,857	3,142	2,875	2,205	17,079	2,872	1,568	2,079	23,598	1,956	2,203	1,511	29,268
GENERAL MOTORS	....	1,474	17,913	19,387	25,688	27,048	25,417	97,540	21,176	11,561	4,811	135,088	14,957	19,711	19,052	188,808
Cars	....	383	13,872	14,255	20,449	21,015	20,037	75,756	16,740	8,983	3,305	104,784	11,384	15,968	16,043	148,179
Trucks	....	1,091	4,041	5,132	5,239	6,033	5,380	21,784	4,436	2,578	1,506	30,304	3,573	3,743	3,009	40,629
STUDEBAKER-PACKARD	987	1,008	987	2,982	1,008	912	571	5,473	576	575	148	6,772	431	879	600	8,682
Cars	987	1,008	987	2,982	1,008	912	571	5,473	576	575	148	6,772	431	879	600	8,682
INTERNATIONAL	1,456	1,694	1,581	4,731	1,628	1,276	1,339	8,974	928	1,071	1,021	11,994	1,021	1,419	1,456	15,890
Trucks	1,456	1,694	1,581	4,731	1,628	1,276	1,339	8,974	928	1,071	1,021	11,994	1,021	1,419	1,456	15,890
Total Cars, Trucks, Canada	29,626	29,271	47,360	106,257	59,506	58,103	52,372	276,238	49,384	18,233	11,762	355,617	30,430	44,155	42,564	472,766

*Studebaker-Packard did not produce trucks in 1956.

Automotive News Estimates.

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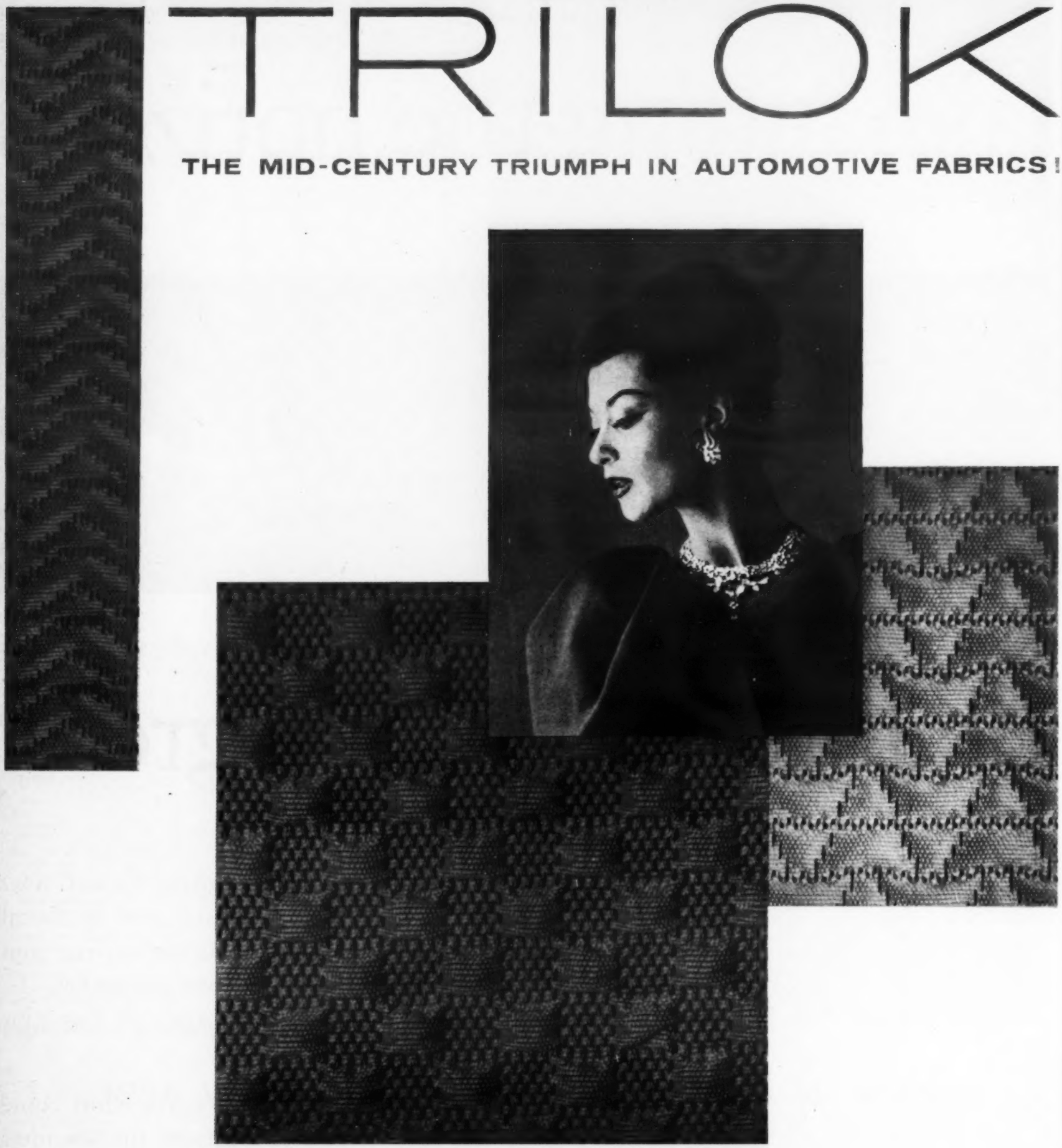

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Factory Sales and Wholesale Value—U. S. Plants

	PASSENGER CARS		MOTOR TRUCKS & BUSES		TOTAL	
	Number	Value	Number	Value	Number	Value
1900	4,192	$ 4,899,443	.....	$	4,192	$ 4,899,443
1901	7,000	8,183,000	.....	.....	7,000	8,183,000
1902	9,000	10,395,000	.....	.....	9,000	10,395,000
1903	11,235	13,000,000	.....	.....	11,235	13,000,000
1904	22,130	23,357,692	700	1,272,747	22,830	24,630,439
1905	24,250	38,670,000	750	1,330,000	25,000	40,000,000
1906	33,200	61,460,000	800	1,440,000	34,000	62,900,000
1907	43,000	91,620,000	1,000	1,780,000	44,000	93,400,000
1908	63,500	135,250,000	1,500	2,550,000	65,000	137,800,000
1909	123,990	159,765,721	3,297	5,333,683	127,287	165,099,404
1910	181,000	215,340,000	6,000	9,660,000	187,000	225,000,000
1911	199,319	225,000,000	10,681	21,000,000	210,000	246,000,000
1912	356,000	335,000,000	22,000	43,000,000	378,000	378,000,000
1913	461,500	399,902,000	23,500	44,000,000	485,000	443,902,000
1914	548,139	420,838,378	24,900	44,219,096	573,039	465,057,474
1915	895,930	575,978,000	74,000	125,800,000	969,930	701,778,000
1916	1,525,578	921,378,000	92,130	161,000,000	1,617,708	1,082,378,000
1917	1,745,792	1,053,505,781	128,157	220,982,668	1,873,949	1,274,488,449
1918	943,436	801,937,925	227,250	434,168,992	1,170,686	1,236,106,917
1919	1,651,625	1,365,395,415	224,731	371,422,820	1,876,356	1,736,818,235
1920	1,905,560	1,809,170,963	321,789	423,249,410	2,227,349	2,232,420,373
1921	1,468,067	1,038,191,037	148,052	166,070,810	1,616,119	1,204,261,847
1922	2,274,185	1,494,513,991	269,991	226,049,658	2,544,176	1,720,563,649
1923	3,624,717	2,196,272,116	409,295	308,537,929	4,034,012	2,504,810,045
1924	3,185,881	1,970,096,559	416,659	318,580,580	3,602,540	2,288,677,139
1925	3,735,171	2,458,370,026	530,659	458,400,277	4,265,830	2,916,770,303
1926	3,692,317	2,607,364,519	608,617	484,823,435	4,300,934	3,092,187,954
1927	2,936,533	2,164,670,891	464,793	420,130,624	3,401,326	2,584,801,515
1928	3,775,417	2,572,599,143	583,342	460,108,903	4,358,759	3,032,708,046
1929	4,455,178	2,790,614,309	881,909	622,533,897	5,337,087	3,413,148,206
1930	2,787,456	1,644,083,152	575,364	390,752,061	3,362,820	2,034,835,213
1931	1,948,164	1,108,246,698	432,262	265,444,618	2,380,426	1,373,691,316
1932	1,103,557	616,860,347	228,303	137,624,157	1,331,860	754,484,504
1933	1,560,599	773,424,963	329,218	175,380,863	1,889,817	948,805,826
1934	2,160,865	1,140,478,174	576,205	326,781,688	2,737,070	1,467,259,862
1935	3,273,874	1,707,836,325	697,367	380,997,330	3,971,241	2,088,833,655
1936	3,679,242	2,014,747,225	782,220	463,719,466	4,461,462	2,478,466,691
1937*	3,929,203	2,240,912,620	891,016	537,314,633	4,820,219	2,778,227,253
1938	2,019,566	1,241,032,295	488,841	329,917,646	2,508,407	1,570,949,941
1939	2,888,512	1,770,231,597	700,377	489,786,701	3,588,889	2,260,018,298
1940	3,717,385	2,370,654,083	754,901	567,820,414	4,472,286	2,938,474,497
1941	3,779,682	2,567,205,996	1,060,820	1,069,799,855	4,840,502	3,637,005,851
1942	222,862	163,813,559	818,662	1,427,456,801	1,041,524	1,591,270,360
1943	139	101,799	699,689	1,451,794,475	699,828	1,451,896,274
1944	610	446,704	737,524	1,700,928,939	738,134	1,701,375,643
1945	69,532	57,254,655	655,683	1,181,955,532	725,215	1,239,210,187
1946	2,148,699	1,979,781,084	940,866	1,043,247,276	3,089,565	3,023,028,360
1947	3,558,178	3,936,017,000	1,239,443	1,731,713,000	4,797,621	5,667,730,000
1948	3,909,270	4,870,423,000	1,376,274	1,880,475,000	5,285,544	6,750,898,000
1949	5,119,466	6,650,857,000	1,134,185	1,394,035,000	6,253,651	8,044,892,000
1950	6,665,863	8,468,137,000	1,337,193	1,707,748,000	8,003,056	10,175,885,000
1951	5,338,435	7,241,275,000	1,426,828	2,323,859,000	6,765,263	9,565,134,000
1952	4,320,794	6,455,114,000	1,218,165	2,319,789,000	5,538,959	8,774,903,000
1953	6,116,948	9,002,580,000	1,206,266	2,089,060,000	7,323,214	11,091,640,000
1954	5,558,897	8,218,094,000	1,042,174	1,660,019,000	6,601,071	9,878,113,000
1955	7,920,186	12,452,871,000	1,249,090	2,020,973,000	9,169,276	14,473,844,000
1956†	5,816,109	9,755,000,000	1,104,481	2,076,000,000	6,920,590	11,831,000,000
TOTALS	129,516,935	126,410,219,185	29,179,919	36,521,838,984	158,696,854	162,932,058,169

†Preliminary estimate.

NOTES: Passenger car and truck totals, units and value, have been revised for years 1928 to 1939 inclusive, in order to make the classifications of all vehicles comparable with the post-War II years 1946 to date. In addition, some other adjustments have been made making for greater accuracy and comparability in units and value from 1928 to date.

A substantial part of the trucks and buses reported comprises chassis only, without bodies; hence the value of bodies for these chassis is not included.

Federal excise taxes are excluded in all years.

Table above includes sales of military vehicles.

*Beginning with year 1937, standard equipment is included in the values reported.

SOURCE: Automobile Manufacturers' Association.

Production Versus Registrations By Makes for 1956

Passenger Cars

	Total 1956 Production	Percent of Total Production	Percent of Production Registered	Total 1956 Registrations	Percent of Total 1956 Registrations
AMERICAN MOTORS	104,190	1.80	110.48	115,105	1.93
Hudson	7,182	.12	425.08	30,529	.51
Nash	97,008	1.68	87.18	84,576	1.42
CHRYSLER	870,261	15.00	105.95	922,043	15.48
Chrysler	95,356	1.64	112.06	106,853	1.79
DeSoto	104,090	1.79	96.81	100,766	1.69
Dodge	205,727	3.55	107.04	220,208	3.70
Imperial	12,130	.21	86.23	10,460	.18
Plymouth	452,958	7.81	106.80	483,756	8.12
FORD	1,669,166	28.77	101.49	1,694,108	28.45
Continental	1,325	.02	118.04	1,564	.03
Ford	1,373,542	23.68	100.13	1,375,343	23.09
Lincoln	47,670	.82	89.36	42,598	.72
Mercury	246,629	4.25	111.34	274,603	4.61
GENERAL MOTORS	3,062,414	52.78	98.75	3,024,286	50.78
Buick	535,364	9.23	98.88	529,371	8.89
Cadillac	140,873	2.43	94.38	132,952	2.23
Chevrolet	1,621,005	27.93	96.57	1,565,399	26.29
Oldsmobile	432,904	7.46	101.15	437,896	7.35
Pontiac	332,268	5.73	107.95	358,668	6.02
S-P	95,834	1.65	109.35	104,798	1.76
Packard	13,432	.23	211.40	28,396	.48
Studebaker	82,402	1.42	92.72	76,402	1.28
MISCELLANEOUS				94,908	1.60
TOTALS	5,801,865	100.00	102.64	5,955,248	100.00

Commercial Cars

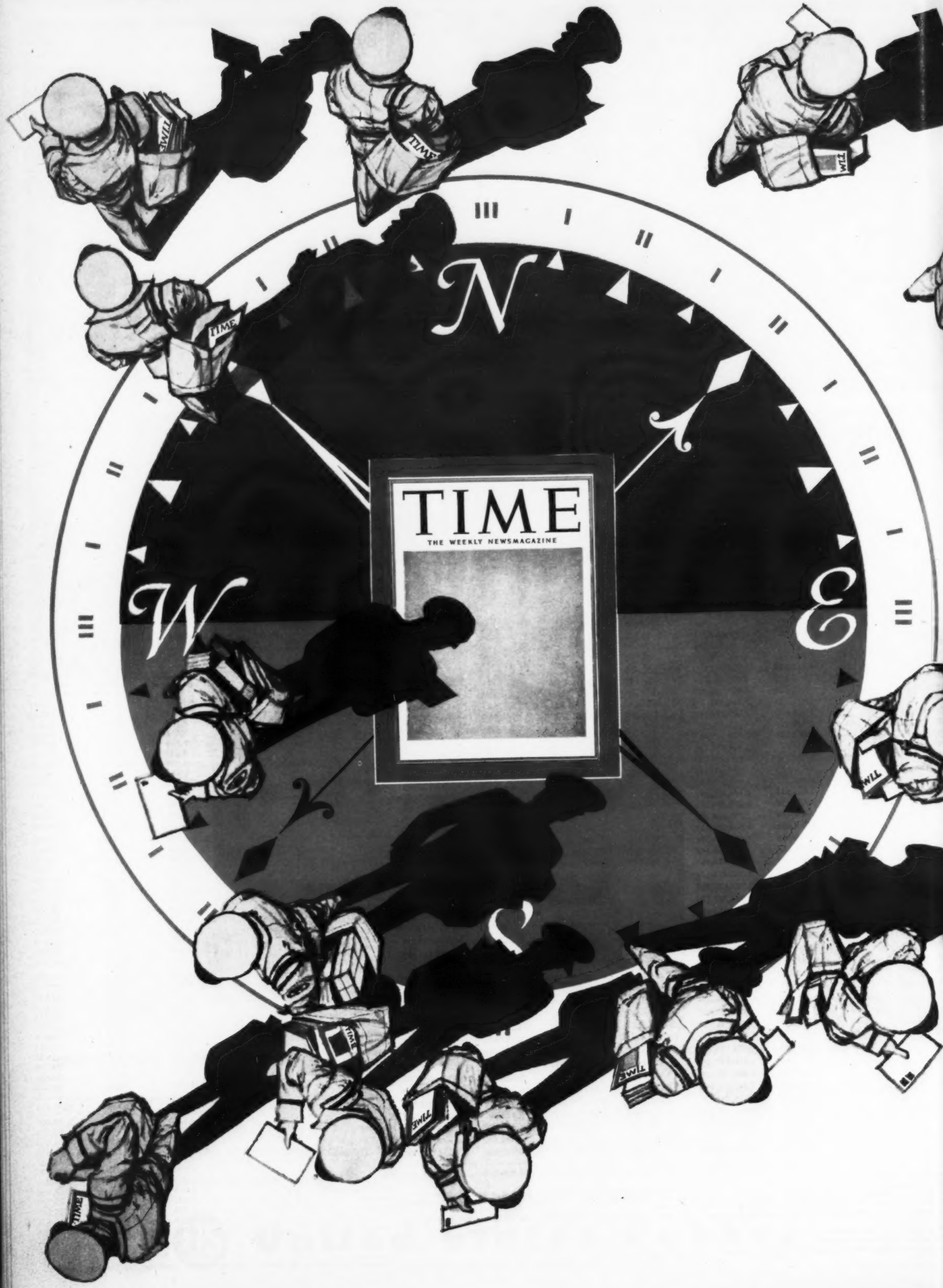
	Total 1956 Production	Percent of Total Production	Percent of Production Registered	Total 1956 Registrations	Percent of Total 1956 Registrations
CHEVROLET	353,507	32.03	85.47	302,145	33.78
DIAMOND T	5,061	.46	79.77	4,037	.45
DODGE	91,503	8.29	63.00	57,651	6.45
FORD	297,308	26.94	88.71	263,753	29.49
GMC	91,263	8.27	90.14	82,266	9.20
INTERNATIONAL	137,839	12.49	78.36	108,014	12.08
MACK***	18,883	1.71	69.85	13,190	1.47
REO	3,789	.34	78.49	2,974	.33
STUDEBAKER	14,693	1.33	59.27	8,708	.97
WHITE**	17,183	1.56	88.09	15,137	1.69
WILLYS	65,579	5.95	35.82	23,488	2.63
MISCELLANEOUS*	6,985	.63	186.16	13,003	1.46
TOTALS	1,103,593	100.00	81.04	894,366	100.00

* Miscellaneous includes Corbitt, Divco, Marmon-Herrington, Four Wheel Drive, Federal, etc.
** Autocar, Freightliner and Sterling included in White totals.
*** Brockway included in Mack totals.

Truck-Trailer Output, 1953-1956

MONTH	Production (number of units)	SHIPMENTS Number of units	SHIPMENTS Value (thousands of dollars)
January	5,863	5,680	$ 22,948
February	6,017	5,928	23,889
March	6,748	6,768	26,657
April	8,811	7,794	29,292
May	9,715	9,325	29,095
June	9,630	9,506	26,531
July	9,201	10,164	24,630
August	9,616	9,659	25,121
September	9,809	9,732	24,000
October	8,304	8,537	23,129
November	7,796	7,391	20,205
December	5,592	6,215	19,352
1953 TOTAL	97,102	96,699	$294,849
January	4,724	4,677	$ 17,126
February	4,667	4,224	17,170
March	5,000	5,859	19,711
April	4,746	4,470	18,839
May	4,844	4,539	18,537
June	5,248	5,085	21,718
July	3,678	4,168	21,114
August	3,899	4,076	20,277
September	4,271	4,146	20,240
October	4,521	4,626	23,550
November	4,876	4,941	24,218
December	4,925	4,771	23,001
1954 TOTAL	55,399	54,582	$245,501
January	4,754	4,458	$ 21,435
February	5,230	4,942	23,370
March	6,408	6,337	29,887
April	6,313	6,363	29,846
May	6,345	6,273	29,572
June	7,377	6,957	33,072
July	5,997	5,897	28,809
August	7,283	7,079	35,115
September	7,189	7,087	35,658
October	6,977	6,990	35,278
November	7,177	7,017	34,435
December	6,937	7,068	34,936
1955 TOTAL	77,987	76,468	$371,413
January	6,233	4,781	$ 23,001
February	6,424	4,804	23,582
March	6,866	6,564	31,043
April	7,155	6,874	33,619
May	7,196	7,098	34,857
June	6,979	6,959	34,433
July	5,222	4,962	24,274
August	6,018	5,630	27,455
September	4,854	4,902	23,779
October	5,478	5,469	26,318
November	4,786	4,890	23,676
December	4,396	4,528	22,308
1956 TOTAL*	71,607	67,461	$328,345

* Preliminary
Prepared by Bureau of the Census, Industry Division, Machinery and Equipment Section.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Motor Vehicle Manufacture and Use, 1904-1956

	MOTOR VEHICLE PRODUCTION (FACTORY SALES)								MOTOR VEHICLE REGISTRATIONS				
	Passenger Cars		Motor Trucks		Total		Replacement Parts and Accessories Wholesale Value, Domestic Market	Motor Dealers, Vehicle Number (Yr. End)				Vehicle Miles Traveled (000,000 omitted)	Special Motor User Taxes
	Number	Wholesale Value (000 omit'd)	Number**	Wholesale Value	Number	Wholesale Value			Passenger† Cars	Motor Trucks	Total**		
1904	22,130	$ 23,357	700	$ 1,272,000	22,830	$ 24,630,000	.....	.....	54,500	700	55,290	.....	....
1909	123,990	159,765	3,297	5,333,000	127,287	165,099,000	.....	8,402	305,950	6,050	312,000	.....	....
1914	548,139	420,838	24,900	44,219,000	573,039	465,057,000	.....	17,353	1,664,003	99,015	1,763,018	.....	....
1919	1,651,625	1,365,395	224,731	371,422,000	1,876,356	1,736,818,000	.....	30,771	6,679,133	897,755	7,576,888	.....	....
1920	1,905,560	1,809,170	321,789	423,249,000	2,227,349	2,232,420,000	.....	.....	8,131,522	1,107,639	9,239,161	.....	....
1921	1,468,067	1,038,191	148,052	166,070,000	1,616,199	1,204,261,000	.....	.....	9,212,158	1,281,508	10,493,666	55,000	$ 275
1922	2,274,185	1,494,513	269,991	226,049,000	2,544,176	1,720,563,000	.....	.....	10,704,076	1,569,523	12,273,599	.....	331
1923	3,624,717	2,196,272	409,295	308,537,000	4,034,012	2,504,810,000	.....	.....	13,253,019	1,849,086	15,102,105	.....	440
1924	3,185,881	1,970,096	416,659	318,580,000	3,602,540	2,288,677,000	.....	46,072	15,436,102	2,176,838	17,612,940	.....	507
1925	3,735,171	2,458,370	530,659	458,400,000	4,254,830	2,916,770,000	.....	.....	17,439,701	2,483,215	19,940,724	.....	597
1926	3,692,317	2,607,365	608,617	484,823,000	4,300,934	3,092,187,000	.....	.....	19,220,885	2,807,354	22,052,559	141,000	622
1927	2,936,533	2,164,670	464,793	420,130,000	3,401,326	2,584,801,000	.....	.....	20,142,120	2,969,780	23,139,559	.....	676
1928	3,775,417	2,572,599	583,342	460,108,903	4,358,759	3,032,708,046	.....	51,471	21,308,159	3,171,542	24,511,683	.....	717
1929	4,455,178	2,790,614	881,909	622,533,897	5,337,087	3,413,148,206	.....	42,488	23,060,421	3,408,088	26,502,508	.....	849
1930	2,787,456	1,644,083	575,364	390,752,061	3,362,820	2,034,835,213	.....	48,658	22,972,745	3,518,747	26,531,999	.....	924
1931	1,948,164	1,108,246	432,262	265,444,618	2,380,426	1,373,691,316	.....	43,708	22,330,402	3,489,756	25,862,038	216,000	960
1932	1,103,557	616,860	228,303	137,624,157	1,331,860	754,484,504	.....	39,370	20,832,357	3,256,776	24,132,609	.....	990
1933	1,560,599	773,424	329,218	175,380,863	1,889,817	948,805,826	$ 234,000,000	35,265	20,586,284	3,245,505	23,876,707	.....	1,126
1934	2,160,865	1,140,478	576,205	326,781,688	2,737,070	1,467,259,862	300,000,000	37,238	21,472,078	3,430,396	24,954,004	.....	1,199
1935	3,273,874	1,707,836	697,367	380,997,330	3,971,241	2,088,833,655	373,000,000	41,201	22,494,884	3,675,865	26,229,743	.....	1,299
1936	3,679,242	2,014,747	782,220	463,719,466	4,661,462	2,478,466,691	454,000,000	43,461	24,108,236	4,001,464	28,172,318	252,000	1,458
1937	3,929,203	2,240,912	891,016	537,314,633	4,820,219	2,778,227,253	462,000,000	46,224	25,390,773	4,249,219	29,706,158	270,000	1,605
1938	2,019,566	1,241,032	488,841	329,917,646	2,508,407	1,570,949,941	361,000,000	41,992	25,167,030	4,210,477	29,442,705	271,000	1,550
1939	2,888,512	1,770,231	700,377	489,786,701	3,588,889	2,260,018,298	460,000,000	41,870	26,139,526	4,406,702	30,615,087	285,000	1,693
1940	3,717,385	2,370,654	754,901	567,820,414	4,472,286	2,938,474,497	553,000,000	41,790	27,372,397	4,590,386	32,035,424	302,000	1,873
1941	3,779,682	2,567,205	1,060,820	1,069,799,855	4,840,502	3,637,005,851	718,000,000	40,537	29,524,101	4,859,244	34,472,145	333,000	2,186
1942	222,862	163,813	818,662	1,427,456,801	1,041,524	1,591,270,360	472,000,000	34,270	27,976,259	4,887,067	33,002,600	267,000	2,066
1943	139	101	699,689	1,451,794,475	699,828	1,451,896,274	528,000,000	33,000	26,009,073	4,726,737	30,888,134	207,000	1,659
1944	610	446	737,524	1,700,928,939	738,134	1,701,375,643	789,000,000	31,930	25,566,464	4,760,250	30,479,306	212,000	1,718
1945	69,532	57,254	655,683	1,181,955,532	725,215	1,239,210,187	1,038,000,000	32,439	25,793,493	5,079,802	31,035,420	249,000	1,926
1946	2,148,699	1,979,781	940,866	1,043,247,276	3,089,565	3,023,028,360	1,750,000,000	36,354	28,213,336	5,986,081	34,373,002	341,000	2,570
1947	3,558,178	3,936,017	1,239,443	1,731,713,000	4,797,621	5,667,730,000	2,309,000,000	40,410	30,845,350	6,808,691	37,841,498	371,000	3,075
1948	3,909,270	4,870,423	1,376,274	1,880,475,000	5,285,544	6,750,898,000	2,451,000,000	43,004	33,350,894	7,537,911	41,085,531	398,000	3,473
1949	5,119,466	6,650,857	1,134,185	1,394,035,000	6,253,651	8,044,892,000	1,810,000,000	49,173	36,453,351	8,028,016	44,690,296	424,000	3,825
1950	6,665,863	8,468,137	1,337,193	1,707,748,000	8,003,056	10,175,885,000	1,882,000,000	45,918	40,333,591	8,637,969	49,195,212	458,000	4,359
1951	5,338,435	7,241,275	1,426,828	2,323,859,000	6,765,263	9,565,134,000	1,399,000,000	46,251	42,682,591	9,035,754	51,948,806	491,000	4,704
1952	4,320,794	6,455,114	1,218,165	2,319,789,000	5,538,959	8,774,903,000	2,164,000,000	46,271	43,810,531	9,243,820	53,294,493	514,000	5,331
1953	6,116,948	9,002,580	1,206,266	2,089,060,000	7,323,214	11,091,640,000	1,892,000,000	48,155	46,460,094	9,608,936	56,313,281	544,000	5,992
1954	5,558,897	8,218,094	1,042,174	1,660,019,000	6,601,071	9,878,113,000	1,683,000,000	47,468	48,498,870	9,848,718	58,595,934	561,000	6,303
1955	7,920,186	12,452,871	1,249,090	2,020,973,000	9,169,276	14,473,844,000	1,805,000,000	44,604	52,173,234	10,365,266	62,793,749	603,434	7,296
1956*	5,816,109	9,755,000	1,104,481	2,076,000,000	6,920,590	11,831,000,000	1,750,000,000	41,785	52,258,234	10,587,161	62,760,395	627,500	7,600

*Preliminary. **Includes buses. †Publicly owned vehicles included since 1942.

Source: Automobile Manufacturers Assn.

Motor Vehicle Factory Sales from Plants in U. S., Canada

	PLANTS IN UNITED STATES				PLANTS IN CANADA (Including imports from U. S.)			U. S. and Canada Net Total
	U. S. Total	Exports to Canada	Other Exports	Net U. S. Markets	Canada Total	Exports	Canadian Market	
PASSENGER CARS:								
12 Months, 1955	7,920,186	27,046	227,290	7,665,850	402,548	25,732	376,816	8,295,688
January 1956	591,032	2,668	18,518	569,846	24,122	2,154	21,968	612,486
February	560,924	7,728	16,516	536,680	27,066	2,546	24,520	580,262
March	583,169	12,259	16,149	554,761	51,698	2,117	49,581	622,608
April	552,881	6,537	16,399	529,945	56,082	3,185	52,897	602,426
May	474,010	1,289	13,651	459,070	46,331	3,561	42,770	519,052
June	445,758	885	11,014	433,859	43,474	2,223	41,251	488,347
July	440,980	452	10,715	429,813	38,128	2,942	35,186	478,656
August	417,020	195	6,661	410,164	19,660	1,488	18,172	436,485
September	203,888	14	1,715	202,159	6,803	778	6,025	210,677
October	352,140	405	9,956	341,779	18,521	26	18,495	370,256
November	576,708	1,678	18,099	556,931	36,086	1,194	34,892	611,116
December	617,599	2,457	16,748	598,394	41,569	2,314	39,255	656,711
12 Months, 1956	5,816,109	36,567	156,141	5,623,401	409,540	24,528	385,012	6,189,082
MOTOR TRUCKS:								
12 Months, 1955	1,245,083	8,439	183,840	1,052,804	86,496	9,417	77,079	1,323,140
January 1956	98,968	757	14,459	83,752	5,392	505	4,887	103,603
February	102,384	850	17,782	83,752	6,157	609	5,548	107,691
March	106,379	1,161	18,222	86,996	10,100	968	9,132	115,318
April	101,081	1,139	17,542	82,400	12,332	958	11,374	112,274
May	96,114	1,257	17,264	77,593	13,277	708	12,569	108,134
June	91,791	1,101	17,227	73,463	11,461	1,051	10,410	102,151
July	80,731	1,113	16,574	63,044	10,553	837	9,716	90,171
August	85,827	931	16,087	68,809	7,322	759	6,563	92,218
September	71,299	804	13,643	56,852	6,079	694	5,385	76,574
October	92,684	498	14,653	77,533	7,930	330	7,600	100,116
November	90,246	646	14,730	74,870	8,247	445	7,802	97,847
December	82,913	643	16,147	66,123	7,844	599	7,245	90,114
12 Months, 1956	1,100,417	10,900	194,330	895,187	106,694	8,463	98,231	1,196,211
MOTOR COACHES:								
12 Months, 1955	4,023	229	195	3,599	520	...	520	4,314
January 1956	253	4	7	242	1	...	1	250
February	278	...	4	274	5	...	5	283
March	434	20	9	405	30	...	30	444
April	371	6	5	360	64	...	64	429
May	362	43	15	304	80	...	80	399
June	503	26	6	471	72	...	72	549
July	307	68	19	220	86	...	86	325
August	429	25	7	397	43	...	43	447
September	368	4	...	364	10	...	10	374
October	298	...	7	291	14	...	14	312
November	233	27	20	186	3	...	3	209
December	228	45	80	103	58	...	58	241
12 Months, 1956	4,064	268	179	3,617	466	...	466	4,262
TOTAL MOTOR VEHICLES:								
12 Months, 1955	9,169,292	35,714	411,325	8,722,253	489,564	35,149	454,415	9,623,142
January 1956	690,253	3,429	32,984	653,840	29,515	2,659	26,856	716,339
February	663,586	8,578	34,302	620,706	33,228	3,155	30,073	688,236
March	689,982	13,440	34,380	642,162	61,828	3,085	58,743	738,370
April	654,333	7,682	33,946	612,705	68,478	4,143	64,335	715,129
May	570,486	2,589	30,930	536,967	59,688	4,269	55,419	627,585
June	538,052	2,012	28,247	507,793	55,007	3,274	51,733	591,047
July	522,018	1,633	27,308	493,077	48,767	3,779	44,988	569,152
August	503,276	1,151	22,755	479,370	27,025	2,247	24,778	529,150
September	275,555	822	15,358	259,375	12,892	1,472	11,420	287,625
October	445,122	903	24,616	419,603	26,465	356	26,109	470,684
November	667,187	2,351	32,849	631,987	44,336	1,639	42,697	709,172
December	700,740	3,145	32,975	664,620	49,471	2,913	46,558	747,066
12 Months, 1956	6,920,590	47,735	350,650	6,522,205	516,700	32,991	483,709	7,389,555

*Revised.

Source: Automobile Manufacturers Assn.

Each Maker's Share . . .

Model-Run Output — '56 vs. '55

(U. S. PRODUCTION)

	1956 Model-Run Output	Percent of Total Output	1955 Model-Run Output	Percent of Total Output	Gain or Loss
CHRYSLER CORP.	1,006,070	15.98	1,217,363	17.06	—1.08
Chrysler	131,394	2.09	159,037	2.23	—0.14
DeSoto	112,833	1.79	112,910	1.58	+0.21
Dodge	240,966	3.83	273,286	3.83	0.00
Plymouth	520,877	8.27	672,130	9.42	—1.15
FORD MOTOR	1,849,412	29.38	1,808,187	25.33	+4.05
Continental	2,413	0.04	.....	0.00	+0.04
Ford	1,468,733	23.33	1,451,157	20.33	+3.00
Lincoln	50,323	0.80	27,222	0.38	+0.42
Mercury	327,943	5.21	329,808	4.62	+0.59
GENERAL MOTORS	3,235,241	51.38	3,782,876	53.02	—1.64
Buick	572,024	9.08	738,814	10.36	—1.28
Cadillac	154,631	2.46	140,778	1.97	+0.49
Chevrolet	1,617,397	25.69	1,766,013	24.75	+0.94
Oldsmobile	485,459	7.71	583,181	8.18	—0.47
Pontiac	405,730	6.44	554,090	7.76	—1.32
Total Big 3	6,090,723	96.75	6,808,489	95.41	+1.34
AMERICAN MOTORS	99,507	1.58	141,691	1.99	—0.41
Hudson	10,671	0.17	20,321	0.29	—0.12
Nash	22,263	0.35	40,133	0.56	—0.21
Rambler	66,573	1.06	81,237	1.14	—0.08
WILLYS MOTORS	.....	0.00	6,530	0.09	—0.09
Willys	.....	0.00	5,509	0.08	—0.08
Kaiser	.....	0.00	1,021	0.01	—0.01
S-P CORP.	105,350	1.67	179,786	2.51	—0.84
Packard	28,805	0.46	54,446	0.75	—0.29
Studebaker	76,545	1.22	125,340	1.76	—0.54
Total Little 3	204,857	3.25	328,007	4.59	—1.34
Total Cars, U. S.	6,295,580	100.00	7,136,496	100.00	

Body Style Percentage of Market

1950, 1954, 1955 and 1956

Body Style	Pct. of Market 1950	Pct. of Market 1954	Pct. of Market 1955	Pct. of Market 1956	Pct. Pt. Diff. 1950-56	Pct. Pt. Diff. 1955-56
4-Door Sedan	48.71	46.64	38.43	34.62	—14.09	— 3.81
2-Door**	40.57	26.57	21.18	19.34	—21.23	— 1.84
Business Coupe	1.34	.30	.17	.18	— 1.16	+ .01
Convertible Coupe	3.12	2.80	3.03	3.42	+ .30	+ .39
Hardtop 2-Door*	4.00	17.17	21.05	18.24	+14.24	— 2.81
Hardtop 4-Door	....	....	6.33	12.98	+12.98	+ 6.65
Station Wagons*						
2-Door	2.13	6.29	3.22	2.92	+ .79	— .30
4-Door	....	....	6.37	8.06	+ 8.06	+ 1.69
Chassis and Misc.	.13	.23	.22	.24	+ .11	+ .02
TOTAL	100.00	100.00	100.00	100.00		

*Hardtops and station wagons not broken down until 1955.
**Includes club coupes.
—Based on factory sales data compiled by the Automobile Manufacturers Assn.

NEW Service Bumper Jack takes 76% less lifting effort!

Here is the easiest-to-use . . . handiest-to-carry driveway and road service heavy-duty bumper jack ever developed. Actual tests under load prove the new Walker "Commando" No. 500 takes *76% less lifting effort* than any other type mechanical operation. The reason: Walker has combined in the Commando two great "low effort" engineering principles—exclusive Walker Counter-Acting Roller Action and the famous Saginaw Re-circulating Ball and Screw Power Unit. This new Walker Commando operates so easily under actual lifting conditions you won't believe it until you try it yourself.

And, the Walker Commando is built to "take it"—oversize double bases and safety lock spreader bar for extra stability . . . extra-strong, rust-resistant, zinc-plated support columns prevent sway and deflection under load . . . while the exclusive Walker "Adjust-O-Matic" Lifting Hook handles all bumpers, including new contours, without damage.

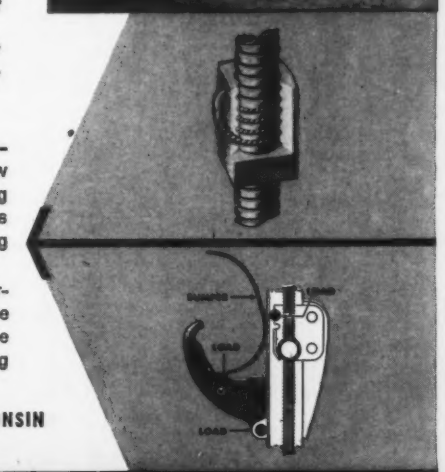
Try the jack designed to meet all of the requirements of driveway, shop and road service—the new Walker Commando No. 500. Low in cost . . . easier to handle . . . handier to carry, Commandos can be used *in pairs* for a full one-end lift at less cost than a regular one-end lift jack.

Never before a driveway or trouble-car jack so easy to use—so easy to carry!

Safe, easy "stand-up" operation

Light, portable for road service

THE GREATEST COMBINATION OF "LOW EFFORT" ENGINEERING PRINCIPLES IN ANY HEAVY-DUTY SERVICE BUMPER JACK



- **Famous Saginaw Re-Circulating Ball and Screw Power Unit**—Free-floating, rust-proof balls re-circulating in the screw of the Saginaw steel ball and power unit deliver smooth and easy operation when raising and lowering under load. Actual tests under load prove a reduction of as much as 76% handle effort compared to other types of mechanical lifting mechanisms.
- **Exclusive Walker "Counter-Acting" Roller Action**—A counter-acting roller principle further reduces lifting effort by transferring the load to two special, counter-acting, friction-reducing rollers. These travel along the inner and outer surfaces of the "U-Channel" supporting column, eliminating unnecessary frictional drag.

WALKER MANUFACTURING COMPANY OF WISCONSIN • RACINE, WISCONSIN

Jacks—Exhaust Silencers—Oil Filters

WALKER leads in JACKS

Motor Truck Factory Sales by Gross Vehicle Weight

TOTAL SALES FROM U. S. PLANTS

G.V.W. in lbs.	5,000 & Less	5,001-10,000	10,001-14,000	14,001-16,000	16,001-19,500	19,501-26,000	Over 26,000	Total
12 Months, 1955 ..	585,886	212,571	46,905	225,755	65,717	43,422	64,827	1,245,083
January, 1956	43,550	16,284	3,307	19,268	4,720	5,224	6,615	98,968
February	43,600	17,653	3,665	18,998	6,319	5,342	6,816	102,384
March	42,540	18,917	3,941	18,993	8,010	6,066	7,912	106,379
April	38,367	19,218	3,875	18,056	7,633	5,862	8,070	101,081
May	34,225	20,457	3,645	16,643	7,907	5,398	7,839	96,114
June	36,178	13,800	3,852	17,909	7,764	4,868	7,420	91,791
July	29,113	16,012	2,948	15,796	7,431	3,760	5,671	80,731
August	33,871	16,266	3,386	15,139	7,210	4,307	5,648	85,827
September	27,258	12,948	2,571	12,905	5,674	3,601	6,342	71,299
October	37,896	19,013	3,286	15,094	6,422	3,985	6,988	92,684
November	38,807	20,400	2,856	11,580	6,962	3,833	5,808	90,246
December	33,271	18,433	2,586	11,785	6,441	4,246	6,151	82,913
12 Months, 1956 ..	438,676	209,401	39,918	192,157	82,493	56,492	81,280	1,100,417

U. S. DOMESTIC MARKET

G.V.W. in lbs.	5,000 & Less	5,001-10,000	10,001-14,000	14,001-16,000	16,001-19,500	19,501-26,000	Over 26,000	Total
12 Months, 1955 ..	522,486	169,420	39,688	180,688	43,672	37,868	58,982	1,052,804
January, 1956	38,771	12,978	2,896	15,309	3,289	4,658	5,851	83,752
February	37,350	14,123	3,139	14,443	4,326	4,364	6,007	83,752
March	36,396	14,973	3,397	14,541	5,528	5,250	6,911	86,996
April	32,777	14,758	3,240	14,385	5,251	4,950	7,039	82,400
May	28,572	15,919	3,070	12,629	5,720	4,642	7,041	77,593
June	29,954	10,910	3,168	13,131	5,513	4,093	6,694	73,463
July	23,443	12,279	2,423	12,354	4,669	3,118	4,758	63,044
August	29,338	12,371	2,682	12,019	4,355	3,296	4,748	68,809
September	22,343	10,679	2,197	9,894	3,548	2,936	5,255	56,852
October	32,914	16,428	1,735	11,539	4,817	3,222	5,878	77,533
November	33,203	17,664	2,378	8,765	4,812	3,142	4,906	74,870
December	28,175	15,367	1,880	7,016	4,863	3,488	5,334	66,123
12 Months, 1956 ..	373,236	168,449	33,205	146,025	56,691	47,159	70,422	895,187

EXPORTS FROM U. S. (INCLUDES EXPORTS TO CANADA)

G.V.W. in lbs.	5,000 & Less	5,001-10,000	10,001-14,000	14,001-16,000	16,001-19,500	19,501-26,000	Over 26,000	Total
12 Months, 1955 ..	63,400	43,151	7,217	45,067	22,045	5,554	5,845	192,279
January, 1956	4,779	3,306	411	3,959	1,431	566	764	15,216
February	6,250	3,530	526	4,546	1,993	978	809	18,632
March	6,144	3,944	544	4,452	2,482	816	1,001	19,383
April	5,590	4,460	635	3,671	2,382	912	1,031	18,681
May	5,653	4,538	575	4,014	2,187	756	798	18,521
June	6,224	2,890	684	4,778	2,251	775	726	18,328
July	5,670	3,733	525	3,442	2,762	642	913	17,687
August	4,533	3,895	704	3,120	2,855	1,011	900	17,018
September	4,915	2,269	374	3,011	2,126	665	1,087	14,447
October	4,982	2,585	551	3,555	1,605	763	1,110	15,151
November	5,604	2,736	478	2,815	2,150	691	902	15,376
December	5,096	3,066	706	4,769	1,578	758	817	16,790
12 Months, 1956 ..	65,440	40,952	6,713	46,132	25,802	9,333	10,858	205,230

Source: Automobile Manufacturers Assn.

Truck-Trailer Production and Shipments

Years*	PRODUCTION For Gov't Agencies	For Civilian Customers	Total Vehicles	SHIPMENTS Total Vehicles	Total Dollar Value**	Average Value***
1923			11,460		$ 4,366,722	$ 371
1925			12,823		4,937,006	384
1927			19,739		7,212,074	365
1929			22,406		10,816,120	483
1931			12,647		9,556,432	756
1933			7,438		4,563,100	614
1935			18,898		17,995,755	952
1937			21,747		17,366,487	825
1939			24,182		28,034,251	1,075
1940			27,118		.....	....
1941			41,869		.....	....
1942	71,520	8,408	79,928		.....	....
1943	188,811	8,054	196,865		.....	....
1944	185,349	24,092	209,441		.....	....
1945			33,266		.....	....
1946			76,234	73,001	151,384,000	2,178
1947			53,112	55,372	138,383,000	2,500
1948			44,478	46,960	139,996,000	2,980
1949			33,097	34,273	119,098,000	3,480
1950			64,617	65,966	229,685,000	3,280
1951			67,384	64,691	245,315,000	3,790
1952	12,833	45,244	58,077	57,973	228,378,000	3,950
1953	44,516	53,173	97,689	96,699	294,849,000	3,050
1954	10,179	45,238	55,417	54,582	245,501,000	4,496
1955	3,344	74,510	77,854	76,272	370,711,000	4,860
1956	3,750	67,857	71,607	67,461	328,345,000	4,867

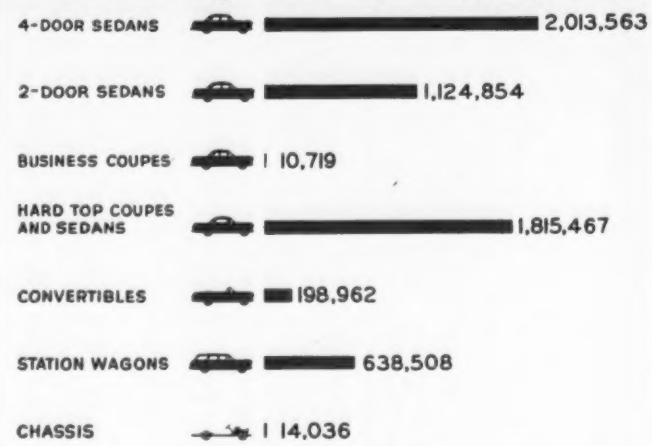
*Data for years 1923 through 1937 are from U. S. Department of Commerce, Bureau of Census, "Census of Manufacturers." Data for 1939 through 1946 compiled and reported by W.P.B. Subsequent figures are from the "Facts for Industry Series," M-45F, of the Bureau of Census. Figures 1923 through 1933 include trailers for passenger cars, motor trucks, and truck-tractors. Subsequent figures include only trailers for motor trucks and truck-tractors. It is believed, however, that there were few passenger-car trailers reported in the 1923-33 period.

**Dollar values apply to production for the years 1923 through 1939, since shipments were not reported until 1946.

***The increase in average value, and particularly the fact that average value is now appreciably greater than the prewar figure, does not necessarily indicate an increase in price, but rather an increase in trailer size, the preponderance of more expensive types such as vans, including the new "High Cube" vans, "reefers," tanks, etc., and an increasing use of tandem axles with double the number of tires.

SOURCE: Truck-Trailer Manufacturers Association

'56 Factory Sales by Body Types



SOURCE: AUTOMOBILE MFRS. ASSN.
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Factory Car Sales

By Body Types

1956	
4-Door Sedans	2,013,563
2-Door Sedans	1,124,854
Business Coupes	10,719
Hard Tops, 2-dr. and 4-dr.	1,815,467
Convertibles	198,962
Station Wagons	638,508
Chassis	14,036
TOTAL	5,816,109
1955	
4-Door Sedans	3,043,564
2-Door Sedans, Coaches and Coupes*	1,677,430
Business Coupes	13,408
Hard Top Coupes and Sedans	2,168,798
Convertibles	239,790
Station Wagons	759,422
Chassis	17,774
TOTAL	7,920,186
1954	
4-Door Sedans	2,592,841
2-Door Sedans, Coaches and Coupes*	1,480,395
Business Coupes	16,510
Hard Top Coupes and Sedans	951,113
Convertibles	155,667
Station Wagons	349,450
Chassis	12,921
TOTAL	5,558,897
1953	
4-Door Sedans	3,082,338
2-Door Sedans, Coaches and Coupes*	1,695,371
Business Coupes	36,973
Hard Top Coupes and Sedans	842,135
Convertibles	159,200
Station Wagons	297,393
Chassis	8,377
TOTAL	6,121,787
1952	
4-Door Sedans	2,259,165
2-Door Sedans, Coaches and Coupes*	1,214,904
Business Coupes	29,000
Hard-Top Coupes and Sedans	539,508
Convertibles	100,116
Station Wagons	169,036
Chassis	9,064
TOTAL	4,320,793
1951	
4-Door Sedans	2,712,256
2-Door Sedans, Coaches and Coupes*	1,773,729
Business Coupes	53,876
Hard-Top Coupes and Sedans	487,856
Convertibles	143,388
Station Wagons	149,381
Chassis	16,449
TOTAL	5,336,935
1950	
4-Door Sedans	3,246,996
2-Door Sedans, Coaches and Coupes*	2,704,079
Business Coupes	89,587
Hard-Top Coupes and Sedans	266,680
Convertibles	208,090
Station Wagons	141,697
Chassis	8,743
TOTAL	6,665,863
1949	
4-Door Sedans	2,519,894
2-Door Sedans, Coaches and Coupes*	2,192,825
Business Coupes	82,355
Hard-Top Coupes and Sedans	10,431
Convertibles	215,635
Station Wagons	88,410
Chassis	9,916
TOTAL	5,119,466

*Except Business Coupes.
Source: Automobile Mfrs. Assn.

Factory Commercial Car Sales by Body Types

1956	
Station Wagons*	656,696
Cab-Over-Engine	44,812
Multi-Stop Trucks	26,736
School-Bus Chassis	23,714
6-Wheel, 3-Axle Trucks	33,920
Diesel Engine Trucks	25,797
Motor Coaches	4,064
1955	
Station Wagons*	780,151
Cab-Over-Engine	45,815
Multi-Stop Trucks	23,850
School-Bus Chassis	26,535
6-Wheel, 3-Axle Trucks	26,061
Diesel Engine Trucks	16,931
Motor Coaches	4,023
1954	
Station Wagons*	364,234
Cab-Over-Engine	26,248
Multi-Stop Trucks	19,507
School-Bus Chassis	22,465
6-Wheel, 3-Axle Trucks	16,364
Diesel Engine Trucks	10,546
Motor Coaches	4,039
1953	
Station Wagons*	318,178
Cab-Over-Engine	24,712
Multi-Stop Trucks	19,246
School-Bus Chassis	21,284
6-Wheel, 3-Axle Trucks	14,864
Diesel Engine Trucks	10,872
Motor Coaches	4,057
1952	
Station Wagons*	189,651
Cab-Over-Engine	19,289
Multi-Stop Trucks	18,493
School-Bus Chassis	19,452
6-Wheel, 3-Axle Trucks	15,585
Diesel Engine Trucks	13,165
Motor Coaches	5,375
1951	
Station Wagons*	194,589
Cab-Over-Engine	25,482
Multi-Stop Trucks	28,867
School-Bus Chassis	31,891
6-Wheel, 3-Axle Trucks	36,429
Diesel Engine Trucks	16,494
Motor Coaches	9,453
Ambulances and Funeral Cars	4,177
1950	
Station Wagons*	159,944
Cab-Over-Engine	22,370
Multi-Stop Trucks	21,681
School-Bus Chassis	19,953
6-Wheel, 3-Axle Trucks	15,719
Diesel Engine Trucks	13,903
Motor Coaches	4,908
Ambulances and Funeral Cars	2,971
1949	
Station Wagons*	104,613
Cab-Over-Engine	13,325
Multi-Stop Trucks	19,479
School-Bus Chassis	13,896
6-Wheel, 3-Axle Trucks	4,122
Diesel Engine Trucks	6,047
Motor Coaches	5,511
Ambulances and Funeral Cars	2,853
1948	
Station Wagons*	110,312
Cab-Over-Engine	31,047
Multi-Stop Trucks	21,380
School-Bus Chassis	23,755
6-Wheel, 3-Axle Trucks	5,764
Diesel Engine Trucks	5,698
Motor Coaches	12,299
Ambulances and Funeral Cars	4,727

*Includes those built on both passenger-car and truck chassis.

Source: Automobile Mfrs. Assn.

New Car Sales By Cylinders

	1956	1955
4 Cylinders ...	101,993	58,818
6 Cylinders ...	1,119,723	1,664,073
8 Cylinders ...	4,733,530	5,447,017
TOTAL ...	5,955,248	7,164,908

Compiled by R. L. Polk & Co. from official state documents.

"Leads build our business; Spot-TV gets our leads,"

JOHN and DEL SPITZER, of Elyria, Ohio who rely on Spot-TV to maintain their position as world's largest Dodge-Plymouth dealers.

says John and Del Spitzer, top Dodge-Plymouth Dealers, regarding results produced by WEWS, Cleveland, Ohio

You do maintain a sales force, however?

Certainly we do. It takes real salesmen to close deals on the right basis. But we won't have our men waste time doing a job Spot-TV can do much better.

And that job is?

Digging up leads and attracting genuine prospects to our showrooms. Of course our TV advertising actually does even more to help our salesmen.

In what way?

By conditioning the prospect. When they reach our showrooms, prospects already know we have a big-volume operation. They're pretty well convinced we'll go the limit on a trade. So they're more receptive to the deal our salesman presents.

How much volume is involved?

More than 25,000 sales a year—at least 10,000 of them new Dodges or Plymouths. Factory-figures show us Number One among all Dodge-Plymouth dealers—a point we've reached since starting to advertise on WEWS about two years ago. WEWS does an excellent job in creating showroom traffic for our prime area, northeastern Ohio, including Cleveland, Elyria, Grafton, Lorain and Mansfield.

Does "prime area" mean you have other dealerships?

Yes. One in Columbus, and others in Arkansas, Florida and Michigan. Each one relies on Spot-TV to build reputation and sales-volume.

How is your TV advertising scheduled?

With regularity and frequency. Our basic schedule on WEWS includes at least 18 spots a week, week-in-and-week-out, 52 weeks a year. And thanks to Spot-TV, more people know about Spitzer when they think of trading. To sum it up, Sales are our lifeblood; leads are our best source of sales; and Spot-TV is our best source of leads.

For sales building availabilities on these major-market stations...Call **BLAIR-TV** *Television's First Exclusive National Representative*

WTVR—Richmond | WBNS-TV—Columbus | WBKB—Chicago | WFIL-TV—Philadelphia | WPRO-TV—Providence | WEWS—Cleveland | | WABC-TV—New York
WDSU-TV—New Orleans | KING-TV—Seattle-Tacoma | WXYZ-TV—Detroit | KVOO-TV—Tulsa | WIIC—Pittsburgh | WCPO-TV—Cincinnati | KGO-TV—San Francisco | WFBG-TV—Altoona
WOW-TV—Omaha | KTTV—Los Angeles | KFRE-TV—Fresno | WFLA-TV—Tampa-St. Petersburg | WNBF-TV—Binghamton | WMCT—Memphis | KFJZ-TV—Dallas-Ft. Worth | KGW-TV—Portland

OFFICES: NEW YORK TEmpleton 8-5800 • CHICAGO SUperior 7-5580 • BOSTON HUbbard 2-3163 • DETROIT WOod'rd 1-6030 • ST. LOUIS CHestnut 1-5688 • JACKSONVILLE Elgin 6-5570 • DALLAS Riverside 4228 • LOS ANGELES DUnkirk 1-3811 • SAN FRANCISCO YUkon 2-7068 • SEATTLE ELliott 6270

Auto Concerns, Various Categories

Latest counts of business firms in various categories, comprising the automotive industry and allied activities, as supplied by R. L. Polk & Co.'s mailing list division.

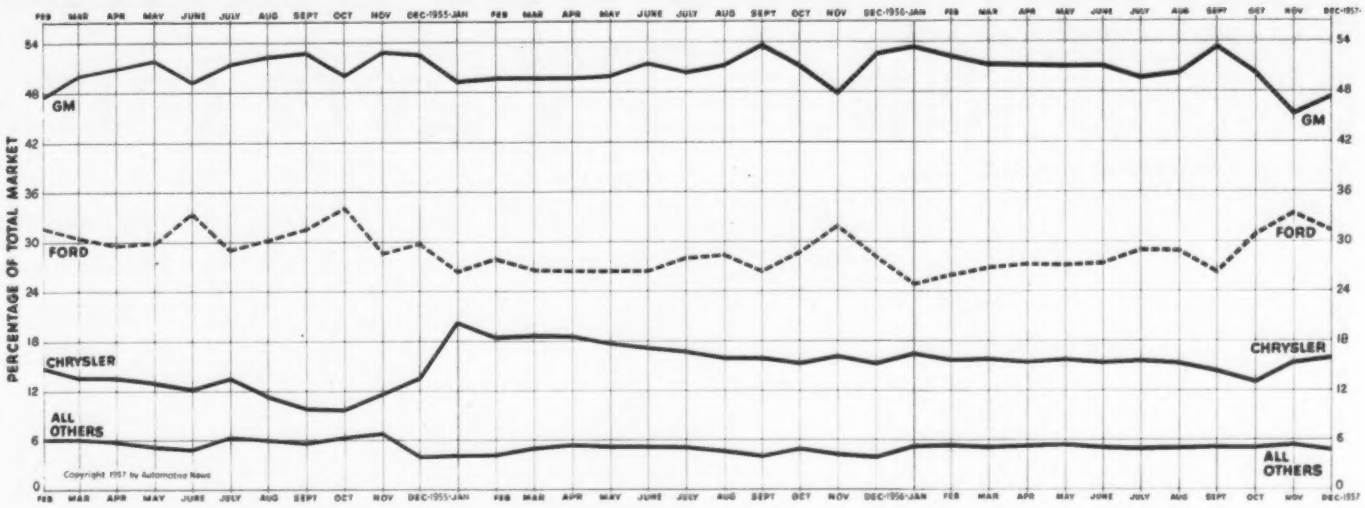
Accessories and Parts Supply Jobbers	9,434
Accessory Parts Dealers, Retail	26,214
Auto Body Manufacturers	331
Body Repair Shops	15,925
Brake Lining Mfrs.	48
Brake & Wheel Alignment Service	9,000
Bumper Mfrs.	27
Bus Body Mfrs.	31
Electric Equip. Mfrs.	256
Electrical Service Stations	5,953
Engine Mfrs.	42
Finance Companies	5,236
Fire Apparatus Mfrs.	56
Garages and Repairers	85,524
Gasoline Stations	197,332
Glass Installers	2,711
Heater Mfrs.	35
Jack Mfrs.	53
New Car Dealers	41,785
Parts Mfrs.	874
Radiator Mfrs.	41
Radiator Repair Shops	4,170
Seat Cover Mfrs., Custom	2,675
Spring Mfrs.	179
Tire Dealers	26,600
Tire Jobbers and Wholesalers	2,356
Tire Mfrs.	45
Tire Vulcanizers, Retreaders & Recappers	9,610
Trim Shops	1,787
Trailer Mfrs., Commercial	211
Trailer Mfrs., House	122
Transfer, Cartage and Trucking Companies	41,447
Transmission Mfrs.	21
Truck Body Mfrs., Commercial	1,095
Truck Dealers, Exclusive	8,229
Truck Mfrs.	55
Used Car Dealers, Exclusive	34,250
Washing Concerns, Auto	3,848
Wheel Mfrs.	16
Wreckers	8,381

Output by Areas

Percent of car production in six geographical sections of the U. S., '56 vs. '55.

1956 Pos.	%	Section	1955 Pos.	%
1—	46.7	Midwest	1—	47.1
2—	20.4	East	2—	19.4
3—	10.3	Plains	3—	10.9
4—	10.2	West	4—	10.1
5—	9.0	South	5—	8.9
6—	3.4	Southwest	6—	3.6
	100.00			100.00

New-Car Sales Penetration by Makes, 1955-1956



Excise, Dealer Handling Included . . .

4-Door Sedan Prices, '57 vs. '56

(Lowest-priced V-8 model in each line)

	1957	1956	Increase
*AMERICAN MOTORS			
Hudson	$2,820.80	†	.....
Nash	2,820.80	$3,001.30	$180.50 (dec.)
Rambler	2,252.60	(No V-8)	.....
*CHRYSLER CORP.			
Chrysler	3,088.00	2,870.25	217.75
DeSoto	2,777.25	†	.....
Dodge	2,558.50	2,375.25	183.25
Imperial	4,837.50	†	.....
Plymouth	2,154.75	2,029.50	125.25
*FORD MOTOR CO.			
Continental	9,966.00	9,543.25	422.75
Ford	2,141.86	1,995.18	146.68
Mercury	2,644.80	†	.....
Lincoln	4,794.00	4,211.50	582.50
*GENERAL MOTORS			
Buick	2,659.83	2,416.00	243.83
Cadillac	4,780.96 (hardtop)	4,296.00	484.96
Chevrolet	2,148.32	1,968.00	180.32
Oldsmobile	2,798.47	2,487.00	311.47
Pontiac	2,527.39	2,298.00	229.39
STUDEBAKER-PACKARD			
Packard-Clipper	3,212.00	†	.....
Studebaker	2,173.29	2,124.89	48.40

—Advertised-delivered prices compiled by Automotive News.

* 1957 prices on AMC, Chrysler, Ford and GM models reflect adjustments brought about by elimination of the cooperative advertising charge.

† In 1956, these makers did not produce a model which can be compared with their lowest-priced 1957 four-door sedans.

Factory Sales of Special Motor Vehicle Types

	1950 Total	1951 Total	1952 Total	1953 Total	1954 Total	1955 Total	1956 Total
Station Wagons*	159,944	195,740	189,651	318,178	364,234	780,151	656,696
Motor Coaches‡							
City Type	3,453	5,305	2,624	2,402	2,647	2,615	2,832
Intercity Type	759	1,354	909	1,066	926	1,037	834
Special‡‡	696	2,801	1,842	589	545	371	398
School Bus Chassis	19,953	31,891	19,452	21,284	22,465	26,535	22,714
Trucks with Cab Over Engine	22,370	25,482	19,592	24,712	26,268	45,815	44,812
Trucks with Diesel Engines	13,903	16,494	13,165	10,872	10,546	16,876	25,797
Multi-Stop Delivery Trucks	21,681	28,867	18,493	19,246	19,507	23,853	26,736
Ambulances and Funeral Vehicles	2,971	4,177	2,662	3,034	2,880	2,661	2,281

‡ Does not include non-integral school buses.
‡‡ Includes integral school buses.
* Includes station wagons built on truck chassis.

SOURCE: Automobile Manufacturers Association.

Factory Sales of Special Motor Vehicle Types

TRUCKS WITH CAB-OVER-ENGINE

	Domestic Market	Export Market	Total
1946	14,147	1,672	15,819
1947	29,175	3,428	32,603
1948	28,692	2,355	31,047
1949	11,989	1,336	13,325
1950	20,673	1,697	22,370
1951	23,834	1,648	25,482
1952	17,165	2,427	19,592
1953	23,564	1,148	24,712
1954	25,213	1,055	26,268
1955	43,778	2,037	45,815
1956	42,934	1,878	44,812

TRUCKS WITH DIESEL ENGINES

	Domestic Market	Export Market	Total
1946	1,961	2,383	4,344
1947	2,605	3,604	6,209
1948	3,684	2,014	5,698
1949	4,885	1,162	6,047
1950	12,682	1,221	13,903
1951	13,931	2,563	16,494
1952	10,548	2,617	13,165
1953	8,873	1,999	10,872
1954	8,751	1,795	10,546
1955	14,847	2,029	16,876
1956	21,158	4,639	25,797

MOTOR COACHES, CITY TYPE

	Domestic Market	Export Market	Total
1946	6,764	778	7,542
1947	11,799	1,821	13,620
1948	6,971	1,267	8,238
1949	3,402	398	3,800
1950	2,748	705	3,453
1951	4,754	551	5,305
1952	1,997	627	2,624
1953	2,290	112	2,402
1954	2,407	240	2,647
1955	2,317	298	2,615
1956	2,501	331	2,832

MOTOR COACHES, SPECIAL**

	Domestic Market	Export Market	Total
1946	257	7	264
1947	1,400	139	1,539
1948	997	38	1,035
1949	802	54	856
1950	683	13	696
1951	2,797	4	2,801
1952	1,823	19	1,842
1953	586	3	589
1954	541	4	545
1955	366	5	371
1956	394	4	398

AMBULANCES & FUNERAL VEHICLES

Year	Number	Year	Number
1937	3,600	1949	2,853
1938	1,799	1950	2,971
1939	1,877	1951	4,177
1940	3,118	1952	2,662
1941	3,801	1953	3,034
1946	1,188	1954	2,880
1947	3,746	1955	2,661
1948	4,727	1956	2,281

STATION WAGONS, PASS. CAR CHASSIS

	Domestic Market	Export Market	Total (Car)
1938	*	*	9,075
1939	*	*	17,331
1940	*	*	24,677
1941	*	*	30,961
1946	26,043	2,714	28,757
1947	68,043	11,723	79,766
1948	95,127	7,336	102,463
1949	84,852	6,131	90,983
1950	131,549	10,148	141,697
1951	161,321	17,368	178,689
1952	158,571	10,465	169,036
1953	281,988	15,405	297,393
1954	332,580	16,870	349,450
1955	735,141	24,281	759,422
1956	620,724	17,784	638,508

MULTI-STOP DELIVERY TRUCKS

	Domestic Market	Export Market	Total
1946	10,120	129	10,249
1947	15,317	559	15,876
1948	21,198	182	21,380
1949	18,796	683	19,479
1950	20,378	1,303	21,681
1951	26,695	2,172	28,867
1952	17,171	1,322	18,493
1953	17,981	1,265	19,246
1954	18,109	1,398	19,507
1955	22,162	1,691	23,853
1956	25,094	1,642	26,736

BUSES WITH DIESEL ENGINES

	Domestic Market	Export Market	Total
1946	2,263	53	2,316
1947	4,395	717	5,112
1948	5,108	1,194	6,302
1949	2,232	352	2,584
1950	1,992	363	2,355
1951	3,559	465	4,024
1952	1,984	687	2,671
1953	2,516	216	2,732
1954	2,543	289	2,832
1955	2,938	395	3,333
1956	3,056	425	3,481

MOTOR COACHES, INTERCITY TYPE

	Domestic Market	Export Market	Total
1946	2,275	107	2,382
1947	3,451	500	3,951
1948	2,558	468	3,026
1949	690	165	855
1950	581	178	759
1951	1,233	121	1,354
1952	691	218	909
1953	855	211	1,066
1954	834	92	926
1955	916	121	1,037
1956	722	112	834

SCHOOL BUS CHASSIS***

	Domestic Market	Export Market	Total
1946	24,193	10,058	34,251
1947	19,024	10,051	29,075
1948	15,387	8,368	23,755
1949	9,591	4,305	13,896
1950	13,778	6,175	19,953
1951	23,646	8,245	31,891
1952	14,429	5,023	19,452
1953	14,886	6,398	21,284
1954	16,947	5,518	22,465
1955	19,581	6,954	26,535
1956	17,447	5,267	22,714

TRUCKS WITH 6 WHEEL AND 3 AXLES

	Civilian Domestic Market	Civilian Export Market	Total
1952	14,332	1,253	15,585
1953	13,384	1,480	14,864
1954	14,860	1,504	16,364
1955	23,862	2,198	26,060
1956	30,506	3,414	33,920

STATION WAGONS, TRUCK CHASSIS

	Domestic Market	Export Market	Total (Truck)	Grand Total
1938	*	*	2,701	11,776
1939	*	*	2,573	19,904
1940	*	*	3,455	28,132
1941	*	*	5,048	36,009
1946	*	*	2,608	31,365
1947	2,054	153	2,207	81,973
1948	6,896	953	7,849	110,312
1949	12,518	1,112	13,630	104,613
1950	16,719	1,528	18,247	159,944
1951	14,980	2,071	17,051	195,740
1952	17,266	3,349	20,615	189,651
1953	16,589	4,186	20,785	318,178
1954	11,037	3,747	14,784	364,234
1955	15,855	4,874	20,729	780,151
1956	13,127	5,061	18,188	656,696

*Not available. **Including integral school buses. ***Does not represent actual school bus production, because a considerable number of chassis are used for other purposes.

Source: Automobile Manufacturers Association.

Factory Sales to Domestic and Foreign Markets

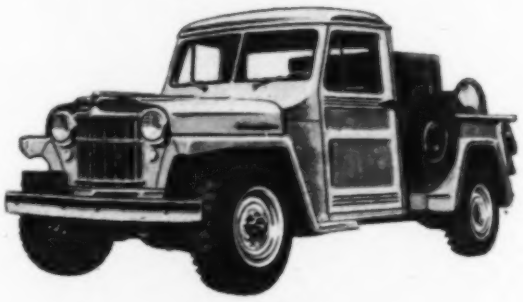
From Plants Located in United States

	PASSENGER CARS Total	Domestic Market	Foreign Market	MOTOR TRUCKS AND BUSES* Total	Domestic Market	Foreign Market	TOTAL MOTOR VEHICLES Total	Domestic Market	Foreign Market
1921	1,468,067	1,417,017	51,050	148,052	135,483	12,569	1,616,119	1,552,500	63,619
1922	2,274,185	2,169,185	105,000	269,991	247,593	22,398	2,544,176	2,416,778	127,398
1923	3,624,717	3,449,658	175,059	409,295	349,077	60,218	4,034,012	3,798,735	235,277
1924	3,185,881	2,968,711	217,170	416,659	340,555	76,104	3,602,540	3,309,266	293,274
1925	3,735,171	3,419,072	316,099	530,659	418,064	112,595	4,265,830	3,837,136	428,694
1926	3,692,317	3,409,792	282,525	608,617	499,079	109,538	4,300,934	3,907,871	393,063
1927	2,936,533	2,604,491	332,042	464,793	330,455	134,338	3,401,326	2,934,946	466,380
1928	3,775,417	3,366,516	408,901	583,342	409,530	173,812	4,358,759	3,776,046	582,713
1929	4,455,178	4,052,762	402,416	881,909	619,068	262,841	5,337,087	4,671,830	665,257
1930	2,787,456	2,569,145	218,311	575,364	444,499	130,865	3,362,820	3,013,644	349,176
1931	1,948,164	1,837,598	110,566	432,262	316,532	115,730	2,380,426	2,154,130	226,296
1932	1,103,557	1,038,872	64,685	228,303	178,812	49,491	1,331,860	1,217,684	114,176
1933	1,560,599	1,480,892	79,707	329,218	264,709	64,509	1,889,817	1,745,601	144,216
1934	2,160,865	1,984,034	176,831	576,205	447,007	129,198	2,737,070	2,431,041	306,029
1935	3,273,874	3,050,518	223,356	697,367	564,761	132,606	3,971,241	3,615,279	355,962
1936	3,679,242	3,463,535	215,707	782,220	642,686	139,534	4,461,462	4,106,221	355,241
1937	3,929,203	3,646,310	282,893	891,016	677,259	213,757	4,820,219	4,323,569	496,650
1938	2,019,566	1,821,589	197,977	488,841	345,323	143,518	2,508,407	2,166,912	341,495
1939	2,888,512	2,716,056	172,456	700,377	544,493	155,884	3,588,889	3,260,549	328,340
1940*	3,717,385	3,608,042	109,343	692,791	599,912	92,879	4,410,176	4,207,954	202,222
1941	3,779,682	3,681,558	98,124	854,719	743,932	110,787	4,634,401	4,425,490	208,911
1942	222,862	215,779	7,083	184,985	164,325	20,660	407,847	380,104	27,743
1943	139	121	18	24,842	23,420	1,422	24,981	23,541	1,440
1944	610	308	302	116,167	102,295	13,872	116,777	102,603	14,174
1945	69,532	68,093	1,439	291,469	254,039	37,430	361,001	322,132	38,869
1946**	2,146,970	2,002,920	144,050	931,225	744,204	187,021	3,078,195	2,747,124	331,071
1947	3,551,145	3,290,298	260,847	1,227,361	975,872	251,489	4,778,506	4,266,170	512,336
1948	3,901,829	3,668,652	233,177	1,360,307	1,157,267	203,040	5,262,136	4,825,919	436,217
1949	5,112,675	4,956,534	156,141	1,116,255	984,621	131,634	6,228,930	5,941,155	287,775
1950	6,656,910	6,503,985	152,925	1,295,695	1,144,936	150,759	7,952,605	7,648,921	303,684
1951	5,314,849	5,067,884	246,965	1,280,167	1,056,583	223,584	6,595,016	6,124,467	470,549
1952	4,315,594	4,148,546	167,048	1,036,564	874,026	162,538	5,352,158	5,022,572	329,586
1953	6,112,749	5,926,487	186,262	1,076,699	937,758	138,941	7,189,448	6,864,245	325,203
1954	5,556,917	5,350,373	206,544	997,329	802,413	194,916	6,554,246	6,152,786	401,460
1955	7,915,359	7,661,023	254,336	1,216,772	1,024,076	192,696	9,132,131	8,685,099	447,032
1956	5,802,557	5,609,849	192,708	1,069,341	863,664	205,677	6,871,898	6,473,513	398,385

* Military trucks excluded from 1940 to 1945.
** 1946 to date excludes factory sales to all Federal government agencies.
SOURCE: U. S. Department of Commerce and Automobile Manufacturers Association.

New Forward Control 'Jeep' FC-150

Universal 'Jeep'



'Jeep' Truck

'Jeep' Utility Wagon

$475.16

gross profit after the washout!

How does this compare with your average profit?

Is your gross profit retention as much as $475.16 after the washout? That's precisely the profit that actual washout sheets show many 'Jeep' dealers are averaging, per vehicle, in a year 'round market! It's the kind of profit potential that's also open to you, as a franchised representative handling the famous 'Jeep' family of 4-wheel drive vehicles.

Handle 'Jeep' vehicles exclusively or as an addition to your present line! Whether you handle 'Jeep' vehicles exclusively, or as an addition to your present line, they're a great profit opportunity. If added to your present line, you don't give up a thing! You retain your present operation and add the profit potential of the 'Jeep' vehicle franchise. You use the same physical facilities, with little increase in operating expense, and you add substantial profits.

Here's what you can do right now! Look into the franchise that's showing a gross profit retention of $475.16 after the washout! Most of the customers for 4-wheel drive 'Jeep' vehicles are farmers and businessmen who have a definite job for these vehicles to do. There's no wheeling and dealing competition down the street. Nearly 50% of all 'Jeep' vehicle sales are clean deals. What's more, 'Jeep' vehicle resale value is far greater! And there are additional profits from the sale of a wide variety of special equipment.

Get the detailed facts and see what they can mean to you! Just fill out and mail the coupon below. There's no obligation. Do it right now!

The 'Jeep'®
family of 4-Wheel-Drive vehicles

156

Dealer Development Department
Willys Motors, Inc.
Toledo 1, Ohio

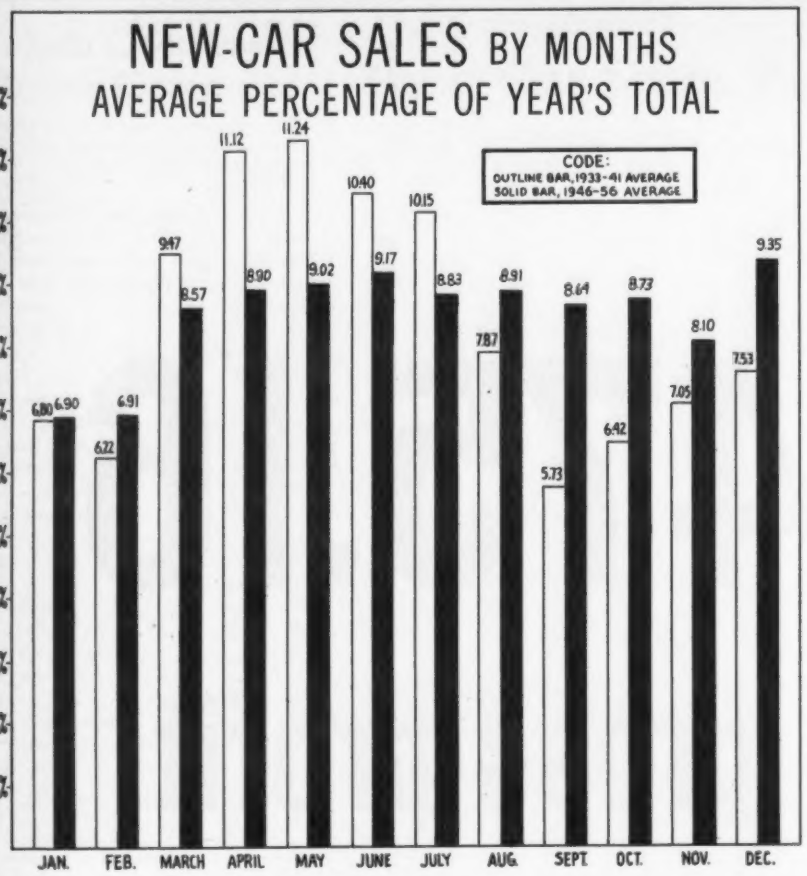
Without obligation, please have a representative call and give me information about the 'Jeep' family franchise.

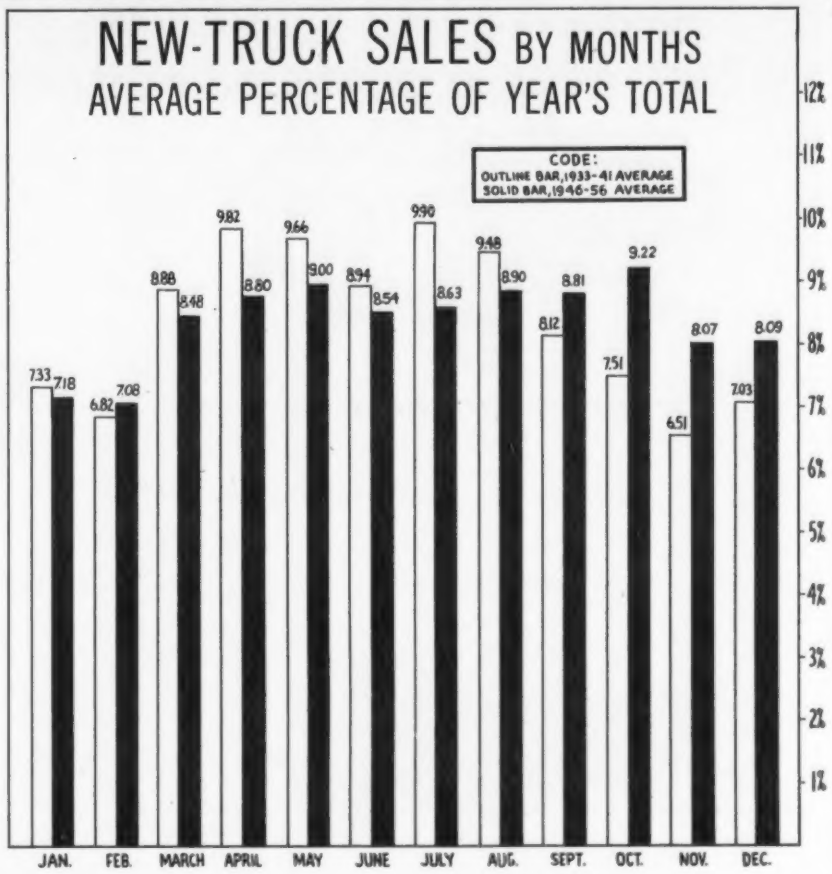
Name_____

Address_____

City_____ State_____

Business_____ Position_____





New Passenger Car Registrations by Months, 1956-1955

Compiled by Automotive News from R. L. Polk & Co. statistics. All adjustments made throughout the year have been incorporated in each month of these final figures.

MONTHS		Buick	Cadillac	Chevrolet	Chrysler	Continental	DeSoto	Dodge	Ford	Hudson	Imperial	Kaiser	Lincoln	Mercury	Nash	Oldsmobile	Packard	Plymouth	Pontiac	Studebaker	Miscellaneous	TOTAL
January	'56	44803	11472	109342	8259	210	7496	15501	85775	2583	837		2942	19700	5527	36525	2833	36945	28721	7000	5177	431648
	'55	50588	12530	77910	12282		8963	20651	89814	2494	1065	201	2179	21249	4645	39893	1690	47364	36614	6640	3352	440024
February	'56	45552	10308	114667	7997	165	7604	16107	93899	2648	878		3169	20136	6115	35888	2733	38341	28600	7400	5335	447542
	'55	51628	10920	98254	10456		8384	19801	107758	2451	933	170	1993	23207	4325	40357	3099	46518	35376	7308	3316	476254
March	'56	53982	12568	138094	10289	175	9788	19749	118309	3400	955		3679	25485	7829	41625	2959	46190	35364	8200	6594	545234
	'55	69248	13427	135470	14607		11733	27159	134889	4126	1328	168	2585	32168	7975	51461	5520	61669	47899	10408	4617	636457
April	'56	53027	13489	146515	10773	150	9927	20585	123940	3202	1033		4087	26843	8007	42533	3121	45977	34952	8137	7974	564272
	'55	69164	12549	132264	13535		11332	26911	131488	4920	1225	115	2491	31276	9606	51553	5614	62100	47168	9770	4555	627636
May	'56	50770	13539	147942	10456	132	9712	20855	123114	3684	765		4144	26117	7970	42069	3363	46841	33012	7382	8147	560014
	'55	71177	12891	149613	13602		11182	26463	136964	4778	1197	64	3039	34308	10075	53517	5530	62588	48675	9574	4924	660161
June	'56	46060	12433	148540	9759	105	9133	20790	120696	3256	798		3877	24611	7171	39561	2772	43024	31664	6322	9205	539777
	'55	69888	11712	162906	13922		11623	25041	140568	4874	1089	62	3222	36172	10655	53774	5343	63472	49982	9625	5167	679097
July	'56	44928	11681	141737	10235	114	8962	20176	125952	2680	766		4025	25951	7281	38294	2814	44221	30618	6251	8311	534997
	'55	64748	10820	149595	12574		10855	23564	142819	4331	986	41	3218	35039	9801	52178	4912	58498	47161	8981	5270	645391
August	'56	51404	13517	145680	10786	127	9423	21568	131769	2689	837		4483	28520	7749	41852	2960	44976	34318	6950	8712	568320
	'55	69301	12494	150450	11727		9349	23643	147746	4005	850	33	2687	34635	9272	54642	4331	57060	46930	7217	5928	652300
September	'56	40604	10903	116519	7870	87	6960	15400	87282	2084	455		2819	21860	6007	32148	1837	31117	25310	4742	7017	421021
	'55	69908	11228	163732	11231		8712	24582	136804	3264	704	35	2670	33232	7973	57598	4046	56300	48152	7162	4475	651808
October	'56	33772	7562	114633	7043	66	6609	14070	109150	1810	444		3155	19786	6360	31053	1357	27896	26316	3784	9548	424414
	'55	61302	5386	138977	8928	129	7603	26317	130791	3123	584	22	3504	31390	7636	46673	4442	42351	40256	7039	6187	572640
November	'56	24364	3624	112619	5194	84	5825	15722	117100	1321	829		2983	14959	7183	21628	987	34579	21833	4527	8587	403948
	'55	32765	11769	120458	9832	200	8212	19717	129939	2212	915	14	3381	29445	5640	36787	3620	39490	38660	5081	5149	503286
December	'56	40105	11856	129111	8192	149	9327	19685	138357	1172	1863		3235	20635	7377	34720	660	43649	27960	5707	10301	514061
	'55	58162	15312	161152	11922	277	10114	20474	143696	2634	964	34	4048	29716	5938	51082	3956	49942	43134	6956	5341	624854
Grand Totals	'56	529371	132952	1565399	106853	1564	100766	220208	1375343	30529	10460		42598	274603	84576	437896	28396	483756	358668	76402	94908	5955248
	'55	737879	141038	1640681	144618	606	118062	284323	1573276	43212	11840	959	35017	371837	93541	589515	52103	647352	530007	95761	58281	7169908

New Commercial Car Registrations by Months, 1956-1955

All adjustments made throughout the year have been incorporated in each month of these final figures. Compiled by Automotive News from R. L. Polk & Co. statistics.

MONTHS		Brockway	Chevrolet	Diamond T	Dodge	Ford	G.M.C.	International	Mack	Reo	Studebaker	White	Willys	Miscellaneous	TOTAL		MONTHS
January	'56	75	22286	318	4140	19044	6872	8108	959	218	849	1251	1311	710	66141	'56	January
	'55	97	19437	221	5287	18792	5161	8396	541	213	750	1023	1839	474	62231	'55	
February	'56	56	22133	289	3863	18791	6970	7842	897	191	845	1300	1605	696	65478	'56	February
	'55	86	16487	236	4676	19383	3853	6855	530	125	772	919	1879	403	56204	'55	
March	'56	78	26305	375	4746	22777	7156	9550	1147	243	844	1210	1839	950	77220	'56	March
	'55	89	14948	309	5756	25201	3661	8713	789	183	1091	1029	2170	577	64516	'55	
April	'56	128	27531	386	5078	25073	7516	9950	1222	293	857	1540	2002	1094	82670	'56	April
	'55	94	24860	327	5026	27993	4694	9336	1000	297	1129	1239	2406	675	79076	'55	
May	'56	99	28455	361	5844	25304	7869	10267	1269	289	915	1464	1937	924	84997	'56	May
	'55	85	29583	312	5214	24630	6989	8845	1081	232	1061	1168	2166	715	82081	'55	
June	'56	100	26547	301	5760	23418	6943	8964	1084	311	711	1324	1892	1146	78501	'56	June
	'55	65	34143	324	6387	24392	8740	9423	1005	278	1080	1238	2167	763	90005	'55	
July	'56	77	25738	402	5091	23640	7244	9854	1165	244	755	1388	1874	932	78404	'56	July
	'55	91	30058	307	6277	24378	8031	8990	877	280	925	1224	2153	852	84443	'55	
August	'56	50	26451	330	5182	24690	7021	9727	1222	237	778	1133	1940	1070	79831	'56	August
	'55	83	31650	314	6095	29461	8920	9194	1061	276	908	1140	2162	755	92019	'55	
September	'56	48	24146	286	4394	21587	6583	9156	1058	235	635	1208	2062	1022	72420	'56	September
	'55	86	32133	330	5658	28443	8560	8240	877	344	834	1463	2159	764	89891	'55	
October	'56	53	25604	403	4417	23146	6297	9317	1196	316	469	1260	2258	1316	76052	'56	October
	'55	106	33430	376	5680	23673	8609	8185	1078	345	813	1476	2628	863	87262	'55	
November	'56	56	24918	253	4204	18322	5784	7737	870	208	448	1080	2086	1017	66983	'56	November
	'55	128	28361	297	4747	21174	7786	6683	992	262	653	1154	2522	781	75540	'55	
December	'56	64	22031	333	4932	17961	6011	7542	1101	189	602	979	2682	1242	65669	'56	December
	'55	134	34701	344	5405	28380	9873	7581	1101	286	801	1299	3001	827	93733	'55	
Grand Totals	'56	884	302145	4037	57651	263753	82266	108014	13190	2974	8708	15137	23488	12119	894366	'56	Grand Totals
	'55	1144	329791	3697	66208	295900	84877	100441	10932	3121	10817	14372	27252	8449	957001	'55	

LOOKING TO THE FUTURE—PRODUCING FOR TODAY!

Progress has been the keynote of the automotive industry. Today's achievements are but challenges for the accomplishments of tomorrow.

Over the years Bendix Products Division has contributed significantly to automotive progress. From four wheel brakes to power braking and power steering, Bendix has pioneered and developed many of the industry's most notable advancements.

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That's why the industry looks to Bendix* as a source of new ideas, as well as a volume manufacturer of automotive components.

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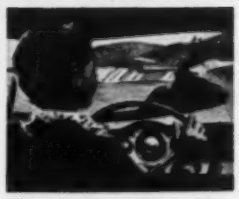
TYPICAL EXAMPLES

Bendix Power Brakes



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CONSTANT VELOCITY UNIVERSAL JOINTS • HYDRAULIC REMOTE CONTROLS

Bendix PRODUCTS DIVISION **South Bend,** IND.

Bendix
AVIATION CORPORATION

NEW PASSENGER CAR REGISTRATIONS 12 MONTHS' TOTAL, 1956-1955

Car registrations by states are released here weekly, as compiled by R. L. Polk representatives in state capitals.		Hudson	Nash	AM. MOTORS TOTAL	Chrysler	Imperial	DeSoto	Dodge	Plymouth	CHRYSLER TOTAL	Ford	Lincoln	Mercury	Continental	FORD TOTAL	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	G. M. TOTAL	Packard	Studebaker	S-P TOTAL	Miscellaneous	TOTAL
Alabama	'56	320	605	925	1095	95	744	1947	5552	9433	21014	426	3672	9	25121	7547	1295	28812	5427	4598	47699	180	794	974	482	84634
	'55	442	799	1241	1528	83	1038	3031	9257	14937	26524	352	4635	6	31517	8667	1150	28473	6655	7353	52298	370	1025	1395	263	101651
Arizona	'56	177	489	666	519	62	370	914	2146	4011	8330	229	1422	15	9996	2608	804	8842	1985	1869	16108	161	546	707	733	32221
	'55	260	526	786	725	68	486	1548	3195	6022	8723	199	1814	2	10738	3691	752	8990	2393	2466	18292	302	763	1065	400	37303
Arkansas	'56	184	384	568	457	23	379	1421	3620	5900	12287	242	2499	2	15030	3067	687	13641	3194	2492	23081	91	575	666	124	45369
	'55	273	338	611	623	33	507	1650	4631	7444	13473	176	2569	2	16220	3563	634	13020	3804	3456	24477	185	566	751	70	49573
California	'56	2395	8811	11206	10013	1535	8442	19347	39929	79266	118030	5757	34027	366	158180	47054	16431	134061	35007	34383	266936	2236	7163	9399	31177	556164
	'55	4090	9497	13587	11740	1639	9827	24744	47327	95277	131504	4745	47229	91	183569	83158	17486	134928	52321	50384	337977	4449	10922	15371	20111	665892
Colorado	'56	466	1071	1537	869	99	692	2108	3958	7726	11939	477	2593	14	15023	4031	1117	14477	3518	2858	26001	271	754	1025	452	51764
	'55	517	1068	1585	1506	125	949	2454	4592	9626	14353	402	3528	6	18289	4927	1287	15406	4760	4332	30712	463	957	1420	293	61925
Connecticut	'56	682	2007	2689	2295	178	1563	4342	7408	15786	19091	611	3976	21	23699	7471	2045	20055	7026	5932	42529	703	1320	2023	2620	89346
	'55	971	2273	3244	3118	229	1750	4707	10687	20491	21275	563	4942	16	26796	10222	2243	21045	9095	7972	50577	1147	1602	2749	2022	105879
Delaware	'56	16	163	179	280	23	236	756	1814	3109	4540	138	946	1	5625	1585	376	5045	1275	1224	9505	49	222	271	178	18867
	'55	20	141	161	364	23	318	863	2230	3798	5678	127	1026	3	6834	2262	409	5845	1535	1605	11656	120	243	363	128	22940
District of Columbia	'56	91	203	294	545	68	499	977	3361	5450	4946	189	975	3	6113	2077	756	7196	1901	1807	13737	172	153	325	587	26506
	'55	142	328	470	722	85	691	1314	4425	7237	6224	147	1433	1	7805	3257	869	7884	3040	3112	18162	301	353	654	401	34729
Florida	'56	861	1969	2830	2513	494	2272	5647	10614	21540	44615	1837	7268	97	53817	14618	5511	49555	12170	8695	90549	667	1712	2379	4536	175651
	'55	1012	1696	2708	3254	493	2346	6132	14313	26538	48331	1224	9676	36	59267	16707	4931	50078	16256	13333	101305	1219	2376	3595	2055	195468
Georgia	'56	155	927	1082	1312	120	1020	3382	7651	13485	33631	542	4871	19	39063	9092	2023	38767	7844	7845	65571	339	1333	1672	760	121633
	'55	213	955	1168	1797	134	1286	4608	10478	18303	37277	434	6600	2	44313	11161	1861	38676	9699	11326	72723	642	1800	2442	433	139382
Idaho	'56	365	567	932	408	37	338	911	1510	3204	4053	171	1083	1	5308	2029	452	5003	1348	1347	10179	112	511	623	162	20408
	'55	313	459	772	606	64	462	1200	1859	4191	4607	157	1418	2	6184	2538	474	5374	1964	1948	12198	210	617	827	100	24272
Illinois	'56	2509	6732	9241	7657	764	6638	12766	30960	58785	87231	3372	18698	106	109407	37087	10368	105639	31774	25070	209938	2134	5677	7811	2992	398174
	'55	5765	7423	13188	10165	884	7410	17015	44466	79940	89207	2445	24758	37	116447	51913	11010	100689	44294	32372	240478	3579	5722	9301	1529	460883
Indiana	'56	983	2501	3484	3239	290	3399	6847	14479	28254	42548	1322	8961	35	52866	18231	3853	48671	14967	11527	97249	945	4650	5595	975	188423
	'55	1435	3186	4621	4576	350	4460	9628	20283	39297	50095	938	10673	16	61722	24533	3879	51721	18319	17798	116250	1637	5752	7389	672	229951
Iowa	'56	567	1200	1767	1432	103	1007	3062	6198	11802	20660	469	3866	13	25008	7617	1470	24016	5537	4682	43322	315	1132	1447	549	83895
	'55	634	1292	1926	2257	149	1475	4448	8974	17303	25722	428	5405	6	31561	9616	1625	28353	8010	7296	54900	697	1611	2308	296	108294
Kansas	'56	575	1393	1968	1147	90	1018	2513	5440	10208	20130	432	3963	23	24548	7012	1519	23196	5781	4757	42265	421	1211	1632	352	80973
	'55	735	1705	2440	1833	115	1290	3688	8002	14928	23315	403	5006	8	28732	8618	1591	24987	7052	8738	50986	665	1289	1954	252	99292
Kentucky	'56	247	465	712	868	53	789	2147	5269	9126	17963	282	3291	6	21542	6618	1035	23589	5668	4135	41045	209	623	832	303	73560
	'55	365	784	1149	1284	57	1032	3152	7336	12861	21410	191	3733	1	25335	8549	997	23517	6225	5887	45175	434	1000	1434	151	86105
Louisiana	'56	155	594	749	983	115	856	2152	5560	9666	24297	408	3860	9	28574	6755	1570	28128	7165	7199	50817	300	1055	1355	427	91588
	'55	207	671	878	1293	150	1046	3067	8293	13849	27675	339	4420	6	32440	7390	1385	26737	8047	8236	51795	481	1578	2059	244	101265
Maine	'56	355	633	988	375	23	475	1068	2500	4441	6575	134	1133	5	7847	2092	441	7120	1551	1765	12969	124	537	661	494	27400
	'55	340	685	1025	547	30	581	1280	3286	5724	6564	130	1379	2	8075	2427	411	7578	1648	2166	14230	213	566	779	358	30191
Maryland	'56	311	1022	1333	1942	159	2023	4383	10743	19250	22736	513	4023	16	27288	8294	1690	28765	6980	6107	51836	682	1367	2049	1085	102841
	'55	576	1113	1689	2133	151	2160	4992	13524	22960	25802	455	5274	8	31539	10761	1798	29215	8722	8578	59074	929	1733	2662	643	118567
Massachusetts	'56	1379	4039	5418	3069	246	2899	5721	13882	25817	36001	1098	6209	40	43348	13625	2978	34640	15248	10410	76901	869	1548	2417	3086	156987
	'55	1385	4248	5633	3893	261	3301	6642	18092	32169	39227	846	7538	16	47627	17121	3002	37062	16995	12775	86955	1308	1937	3245	2023	177672
Michigan	'56	1712	5032	6744	4706	608	5948	12137	26620	50019	81068	2844	15599	68	99579	33787	9628	95204	26805	19237	184661	1320	3032	4352	2783	348138
	'55	2039	4843	6882	8808	670	7483	21334	42528	80823	118578	2385	26739	74	147776	59170	11315	121580	39645	36530	268240	3417	3942	7359	1445	512525
Minnesota	'56	834	1867	2701	1844	118	2105	4708	8297	17072	26991	713	5139	21	32864	10044	2123	31113	10087	6183	59550	691	2150	2841	681	115709
	'55	890	1472	2362	2574	142	2194	4940	10705	20555	31456	514	6359	6	38335	11760	2256	30279	12186	8059	64540	1118	2220	3338	293	129423
Mississippi	'56	100	151	251	611	45	507	1439	4399	7001	13754	184	2210	2	16150	4088	745	16401	3373	3033	27640	136	758	894	122	52058
	'55	181	317	498	772	50	787	2020	6386	10015	15895	202	2829	5	18931	4886	828	17144	3939	4483	31280	271	742	1013	70	61807
Missouri	'56	288	1862	2150	1694	145	2417	3737	13605	21598	34253	726	6954	34	41967	12151	2968	44579	10267	8792	78757	714	2040	2754	943	148169
	'55	519	2047	2566	2636	183	3002	5660	19579	31060	41447	647	9275	6	51375	15167	2716	43332	14211	14497	89923	842	2381	3223	557	178704
Montana	'56	363	494	857	494	61	296	1111	1835	3797	5720	178	1096	7	7001	1938	529	6217	1624	1327	11635	159	475	634	332	24256
	'55	332	388	720	621	54	387	1354	2105	4521	6072	154	1389	2	7617	1937	511	6651	2071	1901	13071	306	659	965	151	27045
Nebraska	'56	207	530	737	676	56	519	1385	3223	5859	11159	262	1959	8	13388	4165	901	12498	2818	2611	22993	279	544	823	129	43929
	'55	244	550	794	1164	88	841	2338	4979	9410	15113	236	3270	4	18623	6290	1009	13916	4302	3924	29441	424	822	1246	112	59626
Nevada	'56	21	153	174	192	33	170	328	684	1407	2517	141	658	10	3326	866	355	2298	823	782	5124	91	359	450	464	10945
	'55	65	125	190	242	32	229	471	956	1930	2432	80	671		3183	1103	366	2141	1143	922	5675	213	624	837	252	12067
New Hampshire	'56	256	482	738	324	30	259	818	1499	2920	4257	122	930	7	5316	1421	304	4778	1287	1378	9168	85	337	422	503	19067
	'55	371	563	934	433	29	360	1001	2139	3962	4921	136	1084	3	6144	1773	295	5693	1505	1853	11119	166	409	575	314	23048
New Jersey	'56	868	2499	3367	6564	567	6834	11041	22541	47547	47522	1935	9464	72	58993	20892	5982	48804	17105	12817	105600	1244	2703	3947	3274	222728
	'55	1382	3005	4387	7593	591	6351	11386	26315	52236	49720	1383	14240	28	65371	31062	6448	50986	22352	17560	128408	2574	3237	5811	2314	258527
New Mexico	'56	70	235	305	467	42	316	742	1541	3108	6312	205	1435	8	7960	2064	611	7675	1808	1771	13929	61	292	353	267	25922
	'55	77	276	353	625	45	393	1102	2098	4263	6601	223	1822	1	8647	3181	556	7664	2344	2620	16365	229	495	724	149	30501
New York	'56	2656	7188	9844	13955	1167	11896	22630	51202	100850	103676	4231	21793	125	129825	46768	14121	110966	44622	32377	248854	2877	5874	8751	12972	511096
	'55	3426	9361	12787	18687	1264	13307	28052	65864	127204	119719	3534	31476	47	154776	69969	15741	127106	60512	45651	318979	5869	7257	13126	7987	634859
North Carolina	'56	339	936	1275	1702	82	1472	3051	8273	14580	30321	477	4488	19	35305	9042	1906	29345	7292	6168	53753	376	1277	1653	573	107139
	'55	566	1113	1679	2550	145	2030	4421	10866	20012	34343	490	5995	6	40834	11757	1907	32845	10131	10344	66984	670	1535	2205	400	132114
North Dakota	'56	149	346	495	397	14	277	786	1544	3018	5164	134	938	2	6238	1394	302	5402	1379	731	9208	105	330	435	52	19446
	'55	109	269	378	535	26	474	1112	2241	4388	5314	97	1163		6574	1545	313	5436	1714	1145	10153	192	343	535	27	22055
Ohio	'56	1704	4490	6194	7380	693	8019	19034	32290	67416	89062	2866	18295	59	110282	37402	7536	94854	28986	25609	194387	2029	4169	6198	2780	387257
	'55	2369	5259	7628	9613	779	8747	21701	39824	80664	98113	2165	23476	37	123791	48964	8424	92745	35996	34605	220734	3868	4983	8851	2094	443762
Oklahoma	'56	234	702	936	734	80	928	2015	4978	8735	20011	403	3471	13	23898	6135	1560	22589	5550	4521	40355	287	855	1142	380	75446
	'55	359	879	1238	1126	89	1155	2535	6556	11461	22748	392	5132	9	28281	8932	1583	25049	8081	7922	51567	403	1172	1575	225	94347
Oregon	'56	523	1842	2365	932	114	1164	2854	4385	9449	15616	549	3474	22	19661	6124	1390	17962	4642	4560	34678	273	1477	1750	2628	70531
	'55	873	1650	2523	1488	144	1519	3379	5743	12273	17314	532	4600	4	22450	7322	1426	19474	6608	6127	40957	473	1531	2004	1195	81402
Pennsylvania	'56	2321	5578	7899	9428	694	9114	19053	45831	84120	80438	2645	17219	74	100376	36259	7469	88321	27462	22701	182212	2940	5467	8407	3963	386977
	'55	2992	6114	9106	11669	791	10136	23638	55534	101768	89868	2112	21948	39	113967	49919	8350	95387	36777	33805	224238	4903	6014	10917	3343	463339
Rhode Island	'56	221	642	863	563	70	319	782	2260	3994	5268	174	1038	12	6492	2001	586	5445	2130	1329	11491	153	384	537	619	23996
	'55	310	820	1130	750	95	641	1282	4008	6776	6376	172	1513	3	8064	2817	743	6945	2790	2087	15382	267	530	797	388	32537
South Carolina	'56	85	327	412	547	39	585	1434	3804	6429	14328	195	2011	12	16546	4433	825	16711	3255	2824	28048	67	501	568	352	52355
	'55	308	360	668	747	39	828	2073	5030	8717	15800	190	2544	4	18538	5168	718	16513	4215	4519	31133	234	685	919	242	60217
South Dakota	'56	191	408	599	299	22	248	733	1458	2760	4946	108	858	3	5915	1650	304	5713	1329	1078	10074	111	332	443	83	19874
	'55	192	397	589	484	22	307	1132	2232	4177	5530	102	1260		6892	2366	375	5791	1799	1368	11699	271	400	671	84	24112
Tennessee	'56	257	719	976	1048	81	1016	2711	6822	11678	23483	364	3938	15	27800	8472	1431	27677	6516	4543	48639	238	1005	1243	269	90605
	'55	406	968	1374	1581	74	1433	4055	11179	18322	29388	327	5566	3	35284	10603	1449	30608	10298	8806	61764	589	1280	1869	251	118864
Texas	'56	843	2330	3173	3786	566	3337	8506	20336	36531	89000	1823	15008	98	105929	30459	7332	110864	25055	19796	193706	826	3409	4235	1714	345288
	'55	1161	2505	3666	5772	689	4124	11652	30402	52639	103226	2075	23580	33	128914	41236	8108	116765	36660	34731	237500	1620	4780	6400	812	429931
Utah	'56	144	353	497	523	75	614	838	1577	3627	4865	220	1565	8	6658	2340	588	6034	1862	1614	12438	105	252	357	452	24029
	'55	177	295	472	620	64	675	1204	2153	4716	5497	160	1602	1	7260	3095	580	5497	2558	2322	14052	187	290	477	285	27262
Vermont	'56	90	364	454	249	13	166	523	1148	2099	3428	60	508	3	3999	1124	187	3624	830	828	6593	51	247	298	346	13789
	'55	80	395	475	353	15	208	578	1583	2737	3142	45	623		3810	1186	187	3808	924	596	7101	90	277	367	163	14653
Virginia	'56	508	1318	1826	2101	141	1992	3869	10657	18760	29308	572	5217	18	35115	9785	2006	31296	7096	7942	58125	595	1300	1895	1623	117344
	'55	867	1641	2508	2749	151	2314	5200	13797	24211	32012	522	6283	6	38823	12616	2057	30327	10294	10516	65810	1007	2110	3117	1080	135549
Washington	'56	694	2123	2817	1298	102	1166	3069	5611	11246	18249	456	3117	18	21840	6679	1159	18897	4385	4374	35494	342	1207	1549	3014	75960
	'55	736	2305	3041	1796	136	1824	4355	7651	15762	18930	459	4144	5	23538	8655	1305	19650	6674	6540	42824	802	1656	2458	1608	89231
West Virginia	'56	265	657	922	1016	57	862	2648	5700	10283	12537	286	2588	7	15418	4433	673	13768	3053	3253	25180	383	810	1193	412	53408
	'55	395	766	1161	1351	85	1004	3431	6451	12322	11633	207	2529	6	14375	5329	650	12046	3534	3923	25482	440	931	1371	240	54951
Wisconsin	'56	1718	5013	6731	2100	164	2381	5392	8330	18367	28805	969	5670	15	35459	13574	2676	33565	10208	7082	67105	814	1787	2601	1033	131296
	'55	1968	5527	7495	2951	195	2584	6123	12139	23992	31943	656	6773	7	39379	17528	2670	31882	14209	10398	76687	1147	1892	3039	654	151246
Wyoming	'56	75	160	235	185	14	180	423	712	1514	2668	107	627	3	3405	1151	334	3581	881	705	6652	64	146	210	71	12087
	'55	123	144	267	364	30	310	601	1059	2364	3159	119	896		4174	1462	358	3643	1309	1020	7792	160	152	312	61	14970
12 Months Total All States	'56	30529	84576	115105	106853	10466	100766	220268	483756	922043	1375343	42598	274603	1564	1694108	529371	132952	1565399	437896	358668	3024286	28396	76402	104798	94908	5955248
	'55	43212	93541	136753	144618	11840	118062	284323	647352	1206195	1573276	35017	371837	606	1980736	737879	141038	1640681	589515	530007	3639120	52103	95761	147864	59240	7169908

"The information contained in this report has been compiled from official state documents. Every reasonable precaution has been exercised to insure accuracy of this report to the extent of the registrations received and tabulated at the time the report is published. R. L. Polk & Co. cannot assume any liability by reason of inaccuracies or omissions."—R. L. Polk & Co.

NEW COMMERCIAL CAR REGISTRATIONS, 12 MONTHS' TOTAL, 1956-1955

Truck registrations by states are released here weekly, as compiled by R. L. Polk representatives in state capitals.		Brockway	Chevrolet	Diamond T	Dodge	Ford	G. M. C.	International	Mack	Reo	Studebaker	White	Willys	Misc.	TOTAL		
Alabama	'56		7082	22	956	5008	2321	1797	269	23	76	228	147	77	18006	'56	Alabama
	'55		8625	25	1279	6769	2417	1706	248	34	114	198	196	41	21652	'55	
Arizona	'56		3084	22	576	2262	984	658	40	23	108	69	289	157	8272	'56	Arizona
	'55		3271	11	734	2422	1044	636	41	17	159	47	431	103	8916	'55	
Arkansas	'56		6300	34	692	4958	1637	1733	57	1	178	82	121	12	15805	'56	Arkansas
	'55		6258	30	903	5677	1947	1390	50	8	209	77	116	4	16669	'55	
California	'56	2	33823	350	6198	29152	8338	6642	383	307	885	780	2518	2996	92374	'56	California
	'55	4	30200	312	7189	28123	8909	5779	385	282	1111	912	3379	1791	88376	'55	
Colorado	'56		3963	45	693	3013	1010	1204	99	21	108	91	806	112	11165	'56	Colorado
	'55		4206	29	861	3478	1222	1168	99	44	168	122	1188	174	12759	'55	
Connecticut	'56	18	2634	107	692	2208	837	1434	305	74	110	347	429	263	9458	'56	Connecticut
	'55	23	2689	102	652	2377	755	1123	311	60	109	343	374	153	9071	'55	
Delaware	'56	1	853	16	230	617	281	413	117	1	19	57	63	28	2696	'56	Delaware
	'55	6	959	6	224	828	354	480	265	4	14	248	45	16	3449	'55	
District of Columbia	'56		724	3	181	677	265	344	46	25	7	28	54	72	2426	'56	District of Columbia
	'55	2	863	13	253	735	337	236	13	30	4	39	46	35	2606	'55	
Florida	'56	1	8787	107	1421	8668	2376	2528	680	174	285	507	1166	502	27210	'56	Florida
	'55	1	9639	78	1621	8960	2523	2183	553	131	358	598	1208	307	28160	'55	
Georgia	'56	2	8749	70	1349	8821	2534	2377	340	27	219	367	308	70	25233	'56	Georgia
	'55		10047	31	1761	9355	2343	2173	289	42	278	336	200	24	26879	'55	
Idaho	'56		1878	4	477	1560	720	886	39	2	168	53	425	48	6260	'56	Idaho
	'55		2060	12	528	1686	826	840	46	4	157	42	611	37	6849	'55	
Illinois	'56		11918	456	2255	11034	3206	5947	322	76	361	635	514	467	37191	'56	Illinois
	'55		12999	478	2978	12114	2921	5877	237	131	443	547	737	324	39786	'55	
Indiana	'56	1	8243	185	1520	7013	2000	4144	336	111	544	746	280	298	25421	'56	Indiana
	'55		10059	133	1841	8430	2113	4060	167	115	672	668	349	369	28976	'55	
Iowa	'56		4472	125	691	4174	847	2721	28	18	124	120	79	204	13603	'56	Iowa
	'55	2	5474	127	1076	5485	1000	2964	57	23	147	144	169	102	16770	'55	
Kansas	'56		4897	29	583	4418	1125	1909	24	42	149	113	176	69	13534	'56	Kansas
	'55		6416	33	715	5530	1409	1879	4	45	182	106	250	47	16616	'55	
Kentucky	'56		5580	40	908	4330	1701	1719	113	39	132	142	374	53	15131	'56	Kentucky
	'55		6148	34	929	5134	1736	1454	104	33	160	152	385	28	16297	'55	
Louisiana	'56		7989	61	929	6812	1791	1783	167	31	136	141	273	48	20161	'56	Louisiana
	'55		8300	45	1204	7885	1772	1800	82	10	233	170	261	19	21781	'55	
Maine	'56	7	1688	9	419	1605	661	910	85	3	87	58	396	117	6045	'56	Maine
	'55	3	1992	15	369	1676	635	705	158	3	111	71	401	59	6198	'55	
Maryland	'56	15	3728	18	1004	3362	749	1491	286	76	94	206	157	107	11293	'56	Maryland
	'55	29	3769	43	1025	3567	652	1269	205	64	118	251	195	80	11267	'55	
Massachusetts	'56	68	3957	134	1450	5007	1610	2185	572	106	106	599	673	402	16869	'56	Massachusetts
	'55	44	3831	100	962	4619	1020	1583	311	115	105	362	564	263	13879	'55	
Michigan	'56		11980	251	3236	10993	3433	2656	299	161	237	517	775	449	34987	'56	Michigan
	'55	1	14297	202	3359	14624	3734	2460	233	246	319	347	856	356	41034	'55	
Minnesota	'56		5109	76	894	5265	1413	2717	120	53	210	128	335	259	16579	'56	Minnesota
	'55		5771	82	1074	5843	1398	2368	103	42	247	102	374	122	17526	'55	
Mississippi	'56		6558	5	650	5099	1719	2035	66	2	164	34	159	13	16504	'56	Mississippi
	'55		7990	2	900	6242	1963	1816	63	2	196	36	167	8	19385	'55	
Missouri	'56		8741	91	1179	6485	2307	3011	84	51	190	421	212	138	22910	'56	Missouri
	'55		10045	130	1385	7982	2389	2762	90	59	191	285	273	83	25674	'55	
Montana	'56		2035	2	448	1949	719	1234	68	17	116	47	604	93	7332	'56	Montana
	'55		2576	3	539	2208	692	1026	63	23	176	71	834	67	8478	'55	
Nebraska	'56		2615	96	361	2356	679	1608	20	29	84	158	190	121	8317	'56	Nebraska
	'55		3622	142	727	3584	955	1845	43	24	114	143	306	202	11707	'55	
Nevada	'56		931	6	290	722	491	243	27		94	4	228	75	3111	'56	Nevada
	'55		733	1	235	687	316	275	6	2	129	3	239	8	2634	'55	
New Hampshire	'56	3	965	7	289	872	350	524	164	19	59	57	409	80	3798	'56	New Hampshire
	'55	8	969	8	247	883	281	291	134	23	51	43	304	40	3282	'55	
New Jersey	'56	163	6324	200	2104	6108	2138	2749	736	74	150	710	525	483	22464	'56	New Jersey
	'55	195	6754	160	2054	6738	2309	2188	598	58	181	696	478	417	22826	'55	
New Mexico	'56		3508	14	416	2215	986	698	134	23	64	62	304	56	8480	'56	New Mexico
	'55		3400	17	536	2325	949	668	114	6	102	47	397	36	8597	'55	
New York	'56	438	12751	216	4556	13006	4604	7303	1596	435	315	1369	1863	1150	49602	'56	New York
	'55	547	13556	312	5180	13019	4320	7153	1466	557	419	1391	1943	857	50720	'55	
North Carolina	'56		8571	146	1207	7231	2094	2225	595	32	262	370	298	87	23118	'56	North Carolina
	'55		10050	36	1465	8070	2176	1759	499	31	341	368	331	55	25181	'55	
North Dakota	'56		1411		313	1387	373	1153	1	5	53	5	103	14	4818	'56	North Dakota
	'55		1521	2	345	1432	472	1040	1		58	6	138	6	5021	'55	
Ohio	'56	1	11747	181	2916	11973	3094	5464	614	215	318	1001	911	486	38921	'56	Ohio
	'55	6	13411	213	3082	13261	3219	5478	553	184	391	966	1018	533	42315	'55	
Oklahoma	'56		6939	15	676	5430	1486	2024	119	49	133	186	117	92	17266	'56	Oklahoma
	'55		7898	22	990	6566	1795	2208	81	30	197	150	213	55	20206	'55	
Oregon	'56		4438	75	908	3740	1769	2057	173	49	326	434	901	499	15349	'56	Oregon
	'55		4674	83	1000	4232	1733	1600	178	59	299	393	1298	310	15859	'55	
Pennsylvania	'56	140	12224	255	3828	11792	3731	6160	1388	177	490	1301	1744	459	43689	'56	Pennsylvania
	'55	254	13436	210	3955	12860	3662	6418	1253	232	535	1104	1195	338	45452	'55	
Rhode Island	'56		1079	29	232	795	255	381	91	22	27	40	86	66	3103	'56	Rhode Island
	'55	4	1108	45	200	909	175	399	96	21	30	73	62	33	3155	'55	
South Carolina	'56		3918	8	640	3330	850	841	205	6	79	119	81	25	10102	'56	South Carolina
	'55		4237	7	715	3256	831	696	93	1	86	107	74	10	10113	'55	
South Dakota	'56		1323	28	234	1229	451	1176	9	13	41	11	208	65	4788	'56	South Dakota
	'55		1410	24	318	1576	431	1001	5	4	60	17	278	7	5131	'55	
Tennessee	'56		5934	42	1121	4984	1843	1975	425	42	97	598	196	36	17293	'56	Tennessee
	'55		6734	32	1179	6089	1803	1863	271	36	174	319	213	23	18736	'55	
Texas	'56		29745	284	2500	21700	5132	7341	845	82	490	1327	758	239	70443	'56	Texas
	'55		33864	142	3797	26354	5573	7159	494	53	730	1249	1166	175	80756	'55	
Utah	'56		1752	29	426	1272	567	620	53	18	65	62	292	139	5295	'56	Utah
	'55		1612	13	581	1439	649	561	45	16	74	67	413	71	5541	'55	
Vermont	'56	20	805	8	186	805	351	548	57	3	53	11	412	53	3312	'56	Vermont
	'55	6	820	9	207	739	317	403	14	10	33	6	446	20	3030	'55	
Virginia	'56	4	6658	23	1500	5707	1610	2042	528	90	208	340	494	100	19304	'56	Virginia
	'55	9	7227	24	1439	6402	1660	1724	426	102	257	340	566	96	20272	'55	
Washington	'56		4719	48	1296	3898	2028	1815	176	44	163	135	651	425	15398	'56	Washington
	'55		4359	58	1371	4397	2006	1811	149	51	203	254	894	217	15770	'55	
West Virginia	'56		2760	4	726	2815	978	994	70	33	122	134	711	67	9414	'56	West Virginia
	'55		3192	17	896	2859	996	840	129	17	155	135	666	34	9936	'55	
Wisconsin	'56		5007	54	1081	4812	1361	3004	190	48	162	155	343	231	16448	'56	Wisconsin
	'55		5235	38	1046	5306	1392	2809	93	32	154	191	408	265	16969	'55	
Wyoming	'56		1249	7	214	1084	461	591	21	2	40	32	330	17	4048	'56	Wyoming
	'55		1485	6	282	1168	546	515	14	5	63	30	597	29	4740	'55	
12 Months' Total All States	'56	884	302145	4037	57651	263753	82266	108014	13190	2974	8708	15137	23488	12119	894366	'56	12 Months' Total All States
	'55	1144	329791	3697	66208	295900	84877	100441	10932	3121	10817	14372	27252	8449	957001	'55	

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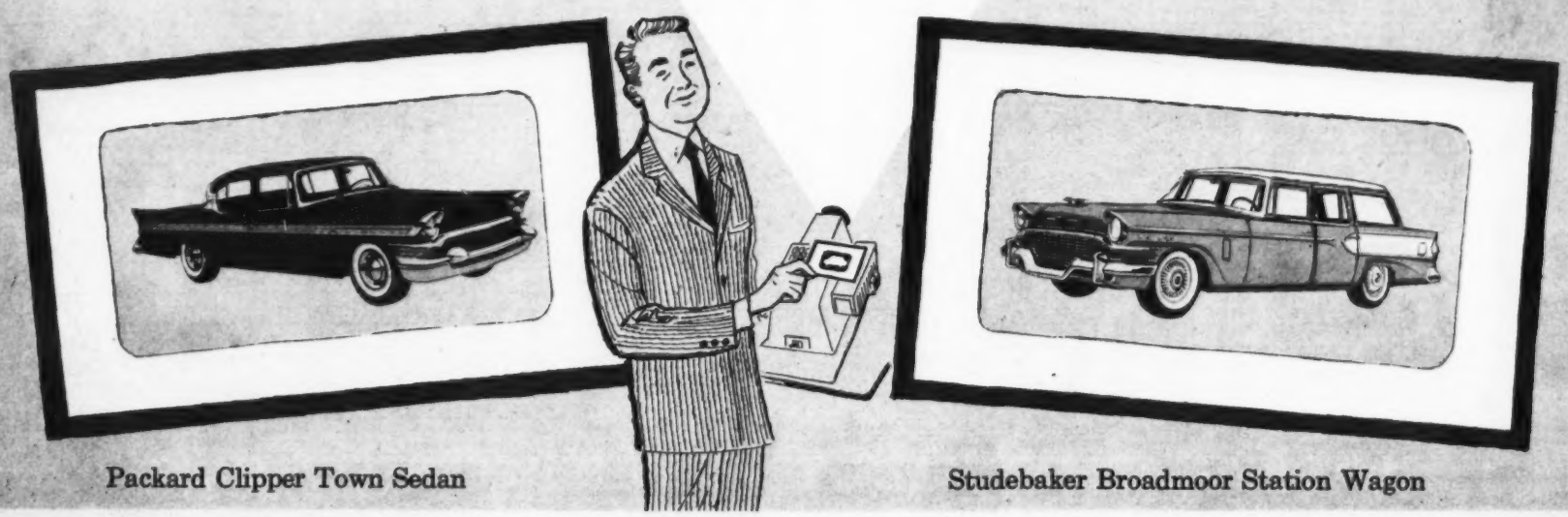


Packard Clipper Town Sedan

Studebaker Broadmoor Station Wagon

How Car Makers Fared on Percentage of Industry in Various States in '56 Sales

Compiled by Automotive News

STATES	Hudson	Nash	AM. MOTORS TOTAL	Chrysler	Imperial	DeSoto	Dodge	Plymouth	CHRYSLER TOTAL	Ford	Lincoln	Mercury	Continental	FORD TOTAL	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	GM TOTAL	Packard	Studebaker	S-P TOTAL
Nat'l % of Ind.	.51	1.42	1.93	1.79	.18	1.69	3.70	8.12	15.48	23.09	.72	4.61	.03	28.45	8.89	2.23	26.29	7.35	6.02	50.78	.48	1.28	1.76
Alabama	.38	.71	1.09	1.29	.11	.88	2.30	6.56	11.14	24.83	.50	4.34	.01	29.68	8.94	1.53	34.05	6.41	5.43	56.36	.21	.94	1.15
Arizona	.55	1.52	2.07	1.61	.19	1.15	2.84	6.66	12.45	25.85	.71	4.41	.05	31.02	8.09	2.50	27.44	6.16	5.80	49.99	.50	1.69	2.19
Arkansas	.40	.85	1.25	1.01	.05	.84	3.13	7.98	13.01	27.08	.53	5.51	.01	33.13	6.76	1.51	30.07	7.04	5.49	50.87	.20	1.27	1.47
California	.43	1.58	2.01	1.80	.27	1.52	3.48	7.18	14.25	21.22	1.03	6.12	.07	28.44	8.46	2.95	24.11	6.29	6.18	47.99	.40	1.29	1.69
Colorado	.90	2.07	2.97	1.68	.19	1.34	4.07	7.65	14.93	23.06	.92	5.01	.03	29.02	7.79	2.16	27.96	6.80	5.52	50.23	.52	1.46	1.98
Connecticut	.76	2.25	3.01	2.57	.20	1.75	4.86	8.29	17.67	21.37	.68	4.45	.02	26.52	8.36	2.29	22.45	7.86	6.64	47.60	.79	1.48	2.27
Delaware	.08	.86	.94	1.48	.12	1.25	4.01	9.62	16.48	24.06	.73	5.01	.01	29.81	8.40	1.99	26.74	6.76	6.49	50.38	.26	1.18	1.44
Florida	.49	1.12	1.61	1.43	.28	1.29	3.22	6.04	12.26	25.40	1.05	4.14	.05	30.64	8.32	3.14	28.21	6.93	4.95	51.55	.38	.97	1.35
Georgia	.13	.76	.89	1.08	.10	.84	2.78	6.29	11.09	27.65	.45	4.00	.01	32.11	7.47	1.67	31.87	6.45	6.45	53.91	.28	1.10	1.38
Idaho	1.79	2.78	4.57	2.00	.18	1.66	4.46	7.40	15.70	19.86	.84	5.31	..	26.01	9.94	2.21	24.52	6.61	6.60	49.88	.55	2.50	3.05
Illinois	.63	1.69	2.32	1.92	.19	1.67	3.21	7.77	14.76	21.91	.85	4.69	.03	27.48	9.31	2.60	26.53	7.98	6.30	52.72	.54	1.42	1.96
Indiana	.52	1.33	1.85	1.72	.15	1.80	3.63	7.69	14.99	22.58	.70	4.76	.02	28.06	9.68	2.04	25.83	7.94	6.12	51.61	.50	2.47	2.97
Iowa	.68	1.43	2.11	1.71	.12	1.20	3.65	7.39	14.07	24.63	.56	4.61	.01	29.81	9.08	1.75	28.63	6.60	5.58	51.64	.37	1.35	1.72
Kansas	.71	1.72	2.43	1.42	.11	1.26	3.10	6.72	12.61	24.86	.53	4.90	.03	30.32	8.66	1.88	28.65	7.14	5.87	52.20	.52	1.50	2.02
Kentucky	.34	.63	.97	1.18	.07	1.07	2.92	7.16	12.40	24.42	.38	4.47	.01	29.28	9.00	1.41	32.07	7.70	5.62	55.80	.28	.85	1.13
Louisiana	.17	.65	.82	1.07	.12	.93	2.34	6.07	10.55	26.53	.45	4.21	.01	31.20	7.38	1.71	30.71	7.82	7.86	55.48	.33	1.15	1.48
Maine	1.30	2.31	3.61	1.37	.08	1.73	3.90	9.13	16.21	24.00	.48	4.14	.02	28.64	7.64	1.61	25.98	5.66	6.44	47.33	.45	1.96	2.41
Maryland	.30	.99	1.29	1.89	.15	1.97	4.26	10.45	18.72	22.11	.50	3.91	.01	26.53	8.06	1.64	27.97	6.79	5.94	50.40	.66	1.33	1.99
Massachusetts	.88	2.57	3.45	1.95	.16	1.85	3.64	8.84	16.44	22.93	.70	3.96	.02	27.61	8.68	1.90	22.07	9.71	6.63	48.99	.55	.99	1.54
Michigan	.49	1.45	1.94	1.35	.17	1.71	3.49	7.65	14.37	23.29	.82	4.48	.02	28.61	9.71	2.76	27.35	7.70	5.52	53.04	.38	.87	1.25
Minnesota	.72	1.61	2.33	1.59	.10	1.82	4.07	7.17	14.75	23.32	.62	4.44	.02	28.40	8.68	1.83	26.89	8.72	5.34	51.46	.60	1.86	2.46
Mississippi	.19	.29	.48	1.17	.09	.97	2.77	8.45	13.45	26.42	.35	4.25	..	31.02	7.85	1.43	31.51	6.48	5.83	53.10	.26	1.46	1.72
Missouri	.19	1.26	1.45	1.14	.10	1.63	2.52	9.18	14.57	23.12	.49	4.69	.02	28.32	8.20	2.00	30.09	6.93	5.93	53.15	.48	1.38	1.86
Montana	1.50	2.03	3.53	2.03	.25	1.22	4.58	7.57	15.65	23.58	.73	4.52	.03	28.86	7.99	2.18	25.63	6.70	5.47	47.97	.65	1.96	2.61
Nebraska	.47	1.21	1.68	1.54	.13	1.18	3.15	7.34	13.34	25.40	.60	4.46	.02	30.48	9.48	2.05	28.45	6.41	5.95	52.34	.64	1.24	1.88
Nevada	.19	1.40	1.59	1.75	.30	1.55	3.00	6.25	12.85	23.00	1.29	6.01	.09	30.39	7.91	3.24	21.00	7.52	7.14	46.81	.83	3.28	4.11
New Hampshire	1.34	2.53	3.87	1.70	.10	1.36	4.29	7.86	15.31	22.33	.64	4.88	.03	27.88	7.45	1.59	25.06	6.75	7.23	48.08	.44	1.77	2.21
New Jersey	.39	1.12	1.51	2.95	.25	3.07	4.96	10.12	21.35	21.34	.87	4.25	.03	26.49	9.38	2.69	21.91	7.68	5.75	47.41	.56	1.21	1.77
New Mexico	.27	.91	1.18	1.80	.16	1.22	2.86	5.95	11.99	24.35	.79	5.54	.03	30.71	7.96	2.36	29.61	6.97	6.83	53.73	.24	1.12	1.36
New York	.52	1.41	1.93	2.73	.23	2.33	4.43	9.98	19.73	20.29	.83	4.26	.02	25.40	9.15	2.76	21.71	8.73	6.34	48.69	.56	1.15	1.71
North Carolina	.32	.87	1.19	1.59	.08	1.37	2.85	7.72	13.61	28.30	.45	4.19	.01	32.95	8.44	1.78	27.39	6.80	5.76	50.17	.35	1.19	1.54
North Dakota	.77	1.78	2.55	2.04	.07	1.43	4.04	7.94	15.52	26.56	.69	4.82	.01	32.08	7.17	1.55	27.78	7.09	3.76	47.35	.54	1.70	2.24
Ohio	.44	1.16	1.60	1.91	.18	2.07	4.91	8.34	17.41	23.00	.74	4.73	.01	28.48	9.66	1.95	24.49	7.48	6.61	50.19	.52	1.08	1.60
Oklahoma	.31	.93	1.24	.97	.11	1.23	2.67	6.60	11.58	26.52	.53	4.60	.02	31.67	8.13	2.07	29.94	7.36	5.99	53.49	.38	1.13	1.51
Oregon	.74	2.61	3.35	1.32	.16	1.65	4.05	6.22	13.40	22.14	.78	4.93	.03	27.88	8.68	1.97	25.47	6.58	6.47	49.17	.39	2.09	2.48
Pennsylvania	.60	1.44	2.04	2.44	.18	2.36	4.92	11.84	21.74	20.79	.68	4.45	.02	25.94	9.37	1.93	22.82	7.10	5.87	47.09	.76	1.41	2.17
Rhode Island	.92	2.68	3.60	2.35	.28	1.33	3.26	9.42	16.64	21.95	.73	4.32	.05	27.05	8.34	2.44	22.69	8.88	5.54	47.89	.64	1.60	2.24
South Carolina	.16	.62	.78	1.08	.07	1.12	2.74	7.27	12.28	27.37	.37	3.84	.02	31.60	8.47	1.58	31.92	6.21	5.39	53.57	.12	.96	1.08
South Dakota	.96	2.05	3.01	1.50	.11	1.25	3.69	7.34	13.89	24.89	.54	4.32	.01	29.76	8.30	1.53	28.75	6.69	5.42	50.69	.56	1.67	2.23
Tennessee	.28	.80	1.08	1.16	.09	1.12	2.99	7.53	12.89	25.92	.40	4.35	.01	30.68	9.35	1.58	30.55	7.19	5.01	53.68	.26	1.11	1.37
Texas	.24	.68	.92	1.10	.16	.97	2.46	5.89	10.58	25.77	.53	4.35	.03	30.68	8.88	2.12	32.11	7.26	5.73	56.10	.24	.99	1.23
Utah	.60	1.47	2.07	2.18	.31	2.56	3.49	6.56	15.10	20.25	.92	6.51	.03	27.71	9.74	2.45	25.11	7.75	6.71	51.76	.44	1.05	1.49
Vermont	.65	2.64	3.29	1.81	.09	1.20	3.79	8.33	15.22	24.86	.43	3.69	.02	29.00	8.15	1.36	26.28	6.02	6.00	47.81	.37	1.79	2.16
Virginia	.43	1.12	1.55	1.79	.12	1.70	3.30	9.08	15.99	24.98	.49	4.44	.01	29.92	8.34	1.71	26.67	6.05	6.77	49.54	.51	1.11	1.62
Washington	.91	2.80	3.71	1.71	.13	1.54	4.04	7.39	14.81	24.03	.60	4.10	.02	28.75	8.79	1.53	24.88	5.77	5.76	46.73	.45	1.59	2.04
West Virginia	.50	1.23	1.73	1.90	.11	1.61	4.96	10.67	19.25	23.47	.54	4.85	.01	28.87	8.30	1.26	25.78	5.72	6.09	47.15	.72	1.52	2.24
Wisconsin	1.31	3.82	5.13	1.60	.12	1.81	4.11	6.35	13.99	21.94	.74	4.32	.01	27.01	10.34	2.04	25.56	7.78	5.39	51.11	.62	1.36	1.98
Wyoming	.62	1.32	1.94	1.53	.12	1.49	3.50	5.89	12.53	22.07	.89	5.19	.02	28.17	9.52	2.76	29.63	7.29	5.83	55.03	.53	1.21	1.74
District of Columbia	.34	.77	1.11	2.06	.26	1.88	3.68	12.68	20.56	18.66	.71	3.68	.01	23.06	7.84	2.85	27.15	7.17	6.82	51.83	.65	.58	1.23

Note: Total will not add up to 100% because miscellaneous makers have not been included.

Twelve-Month Sales Data Supplied by R. L. Polk & Co.

New Car Sales by States, '51-'56

	1956	1955	1954	1953	1952	1951
Alabama	84,634	101,651	72,893	71,078	51,074	64,420
Arizona	32,221	37,303	24,999	24,926	18,791	22,040
Arkansas	45,369	49,573	37,589	41,599	28,709	37,534
California	556,164	665,892	434,789	452,769	346,929	392,682
Colorado	51,764	61,925	46,007	44,558	34,946	43,172
Connecticut	89,346	105,879	86,202	87,629	63,768	73,246
Delaware	18,867	22,940	17,101	18,498	12,329	15,277
Florida	175,651	195,468	131,433	120,439	80,905	94,103
Georgia	121,633	139,382	98,437	94,643	72,240	93,854
Idaho	20,408	24,272	19,187	23,776	18,735	23,151
Illinois	398,174	460,883	398,306	406,069	295,729	350,846
Indiana	188,423	229,951	172,344	182,962	122,339	159,446
Iowa	83,895	108,294	98,534	100,797	71,700	95,638
Kansas	80,973	99,292	86,826	83,127	63,172	76,047
Kentucky	73,560	86,105	66,927	72,423	51,716	62,832
Louisiana	91,588	101,265	83,500	77,655	53,850	59,212
Maine	27,400	30,191	23,266	24,283	16,967	22,467
Maryland	102,841	118,567	87,142	89,494	66,831	78,073
Massachusetts	156,987	177,672	155,881	159,527	115,195	137,643
Michigan	348,138	512,525	375,625	423,454	287,842	343,779
Minnesota	115,709	129,423	116,696	123,661	91,598	112,416
Mississippi	52,058	61,807	47,000	45,176	33,681	42,386
Missouri	148,169	178,704	147,737	159,971	96,788	140,397
Montana	24,256	27,045	22,703	24,869	20,160	24,735
Nebraska	43,929	59,626	53,216	58,278	43,907	55,510
Nevada	10,945	12,067	8,052	7,846	5,794	6,173
New Hampshire	19,067	23,048	18,138	17,680	14,095	16,226
New Jersey	222,728	258,527	216,076	211,073	148,936	179,333
New Mexico	25,922	30,501	22,508	21,248	15,462	18,512
New York	511,096	634,859	481,078	485,032	342,044	420,720
North Carolina	107,139	132,114	96,986	110,364	78,399	98,339
North Dakota	19,446	22,055	21,654	24,075	18,091	23,213
Ohio	387,257	443,762	331,768	359,056	257,446	315,606
Oklahoma	75,446	94,347	76,428	78,336	55,962	69,112
Oregon	70,531	81,402	54,814	60,858	51,215	58,446
Pennsylvania	386,977	463,339	359,822	413,057	302,867	367,310
Rhode Island	23,996	32,537	27,183	27,728	20,027	24,516
South Carolina	52,355	60,217	47,052	54,251	37,789	49,138
South Dakota	19,874	24,112	22,164	21,598	17,678	22,403
Tennessee	90,605	118,864	91,224	88,369	59,426	70,924
Texas	345,288	429,931	349,509	321,374	238,687	288,935
Utah	24,029	27,262	19,366	21,884	18,190	21,923
Vermont	13,789	14,653	11,926	12,672	8,818	11,457
Virginia	117,344	135,549	113,992	108,232	89,228	104,683
Washington	75,960	89,231	63,579	68,202	56,449	70,792
West Virginia	53,408	54,951	39,154	43,875	32,631	41,345
Wisconsin	131,296	151,246	120,572	132,309	97,225	121,821
Wyoming	12,087	14,970	12,910	13,317	11,104	12,837
Dist. of Columbia	26,506	34,729	25,169	24,892	20,930	26,233
Totals	5,955,248	7,169,908	5,535,464	5,738,989	4,158,394	5,060,903

New Truck Sales by States, '50-'56

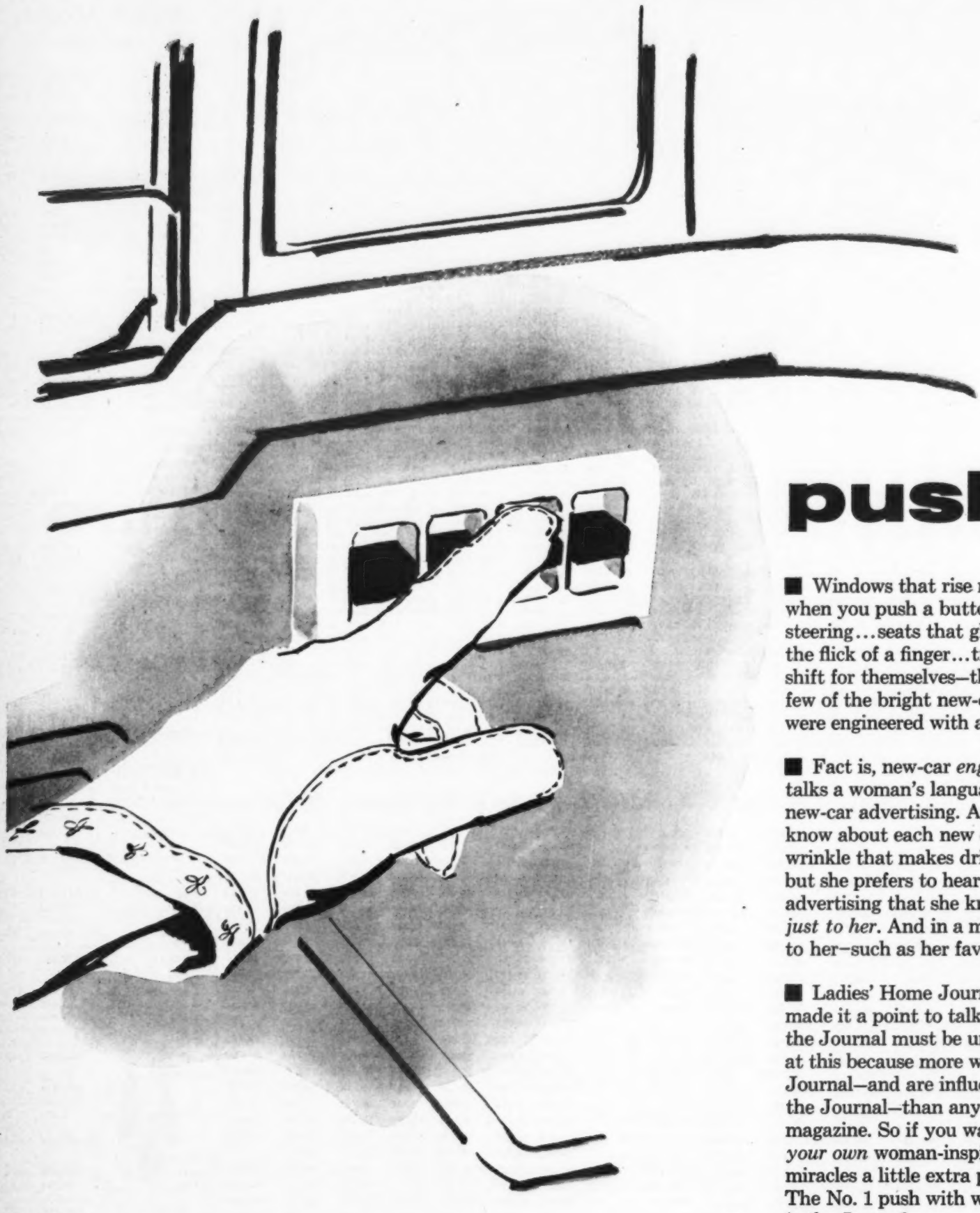
	1956	1955	1954	1953	1952	1951	1950
Alabama	18,006	21,652	17,247	19,653	17,721	23,294	25,187
Arizona	8,272	8,916	7,324	7,160	6,611	7,079	6,980
Arkansas	15,805	16,669	16,102	18,357	16,890	20,617	24,086
California	92,374	88,376	63,966	69,345	58,661	63,284	66,685
Colorado	11,165	12,759	10,342	11,180	10,892	12,669	15,101
Connecticut	9,458	9,071	7,487	8,214	7,324	8,229	9,199
Delaware	2,696	3,449	2,527	2,734	2,383	2,748	3,076
Florida	27,210	28,160	22,072	23,340	19,980	22,499	24,686
Georgia	25,233	26,879	24,601	23,441	21,464	29,549	33,464
Idaho	6,260	6,849	5,976	7,607	6,612	8,036	8,387
Illinois	37,191	39,786	37,376	43,436	34,479	45,205	50,681
Indiana	25,421	28,976	24,212	29,108	21,374	29,736	32,453
Iowa	13,603	16,770	18,308	20,190	15,914	22,231	27,722
Kansas	13,534	16,616	16,371	18,277	18,108	19,522	21,599
Kentucky	15,131	16,297	15,658	18,525	15,634	18,897	24,307
Louisiana	20,161	21,781	18,539	19,795	15,714	19,467	20,573
Maine	6,045	6,198	5,023	5,559	5,216	5,624	7,030
Maryland	11,293	11,267	9,881	11,199	9,586	11,187	12,547
Massachusetts	16,869	13,879	12,530	12,291	12,974	14,697	18,279
Michigan	34,987	41,034	34,776	40,795	33,711	40,938	47,241
Minnesota	16,579	17,526	17,223	19,054	16,404	20,044	26,554
Mississippi	16,504	19,385	18,180	18,374	16,054	20,524	21,424
Missouri	22,910	25,674	23,498	29,067	22,582	33,461	38,586
Montana	7,332	8,478	7,201	8,001	7,664	8,866	10,102
Nebraska	8,317	11,707	11,571	13,123	13,115	16,922	18,130
Nevada	3,111	2,634	2,161	2,130	1,841	1,874	1,781
New Hampshire	3,798	3,282	2,899	2,924	2,711	3,249	3,714
New Jersey	22,464	22,826	21,047	23,500	18,783	24,870	27,549
New Mexico	8,480	8,597	7,059	6,428	5,885	6,501	8,797
New York	49,602	50,720	41,352	47,704	41,788	49,840	57,800
North Carolina	23,118	25,181	22,130	26,685	23,696	29,093	31,904
North Dakota	4,818	5,021	5,221	6,128	5,932	7,252	7,632
Ohio	38,921	42,315	35,857	42,510	36,090	45,467	52,741
Oklahoma	17,266	20,205	18,656	22,257	18,750	22,270	27,332
Oregon	15,369	15,859	11,941	13,415	12,712	14,636	15,223
Pennsylvania	43,689	45,452	38,654	47,965	40,949	53,383	61,473
Rhode Island	3,103	3,155	2,444	2,662	2,384	2,926	3,825
South Carolina	10,102	10,113	9,832	12,397	12,151	14,794	13,922
South Dakota	4,788	5,131	4,908	5,465	5,485	6,980	7,522
Tennessee	17,293	18,736	18,258	20,881	18,117	21,854	33,279
Texas	70,443	80,756	72,059	74,857	68,793	88,701	99,053
Utah	5,295	5,541	4,429	4,748	4,944	5,743	6,263
Vermont	3,312	3,030	2,514	2,705	2,527	2,693	3,001
Virginia	19,304	20,272	17,373	17,685	18,315	22,082	24,541
Washington	15,398	15,770	12,480	13,718	11,632	14,141	15,201
West Virginia	9,414	9,936	7,130	9,724	7,929	11,052	11,558
Wisconsin	16,448	16,969	16,329	18,794	16,745	21,185	25,076
Wyoming	4,048	4,740	4,190	4,477	4,440	5,069	5,932
Dist. of Columbia	2,426	2,606	2,187	2,728	2,433	2,870	3,109
Totals	894,366	957,001	829,101	930,312	812,099	1,003,850	1,142,307

New-Car Registrations by Maker Models

1956 - 1955

	1956	1955
HUDSON:		
4-Metro	1,287	2,126
6-Rambler	17,420	20,564
6-Wasp	2,948	7,182
8-Hornet Sp'l.	1,217	.....
6-Hornet	3,484	8,877
8-Hornet	4,173	4,463
TOTAL	30,529	43,212
NASH:		
4-Metro	5,858	4,681
6-Rambler	51,401	51,663
8-Rambler	2,046	.....
6-Statesman	7,978	13,544
6-Ambassador	6,535	15,655
8-Ambassador	7,637	7,998
8-Ambassador Sp'l.	3,121	.....
TOTAL	82,530	93,541
TOTAL AM. MOTORS	115,105	136,753
CHRYSLER:		
8-Wind.	69,890	92,128
8-N. Y.	34,682	52,490
8-Imperial	10,460	11,840
8-Saratoga	2,281	.....
TOTAL	117,313	156,458
DE SOTO:		
8-Firedome	70,476	81,098
8-Fireflite	26,817	36,964
8-Firesweep	3,473	.....
TOTAL	100,766	118,062
DODGE:		
6	24,690	36,988
8	195,518	247,335
TOTAL	220,208	284,323
PLYMOUTH:		
6	175,402	351,785
8	308,354	295,567
TOTAL	483,756	647,352
TOTAL CHRYS. CORP.	922,043	1,206,195
FORD:		
6	161,750	204,609
8	1,197,118	1,354,984
8-Thunderbird	16,475	13,683
TOTAL	1,375,343	1,573,276
LINCOLN:		
8, Capri & Prem.	42,598	35,017
MERCURY:		
8	274,603	371,837
CONTINENTAL	1,564	606
TOT. FORD MTR. Co.	1,694,108	1,980,736
BUICK:		
8-40	312,273	383,222
8-60	93,283	161,178
8-50	74,671	129,808
8-70	49,144	63,671
TOTAL	529,371	737,879
CADILLAC:		
8-62	116,223	119,594
8-60S	13,696	17,910
8-75	1,484	1,874
8-86	1,549	1,660
TOTAL	132,952	141,038
CHEVROLET:		
6	646,015	913,954
8	915,880	725,546
8-Corvette	3,504	1,181
TOTAL	1,565,399	1,640,681
OLDSMOBILE:		
8-88	357,898	474,136
8-98	79,998	115,379
TOTAL	437,896	589,515
PONTIAC	358,868	530,007
TOTAL G.M. CORP.	3,024,286	3,639,120
CLIPPER:		
8-Deluxe	4,937	8,006
8-Sup. & Cus.	13,476	28,470
Packard-8	7,692	15,627
Executive	2,291	.....
TOTAL	28,396	52,103
STUDEBAKER:		
6-Champ.	22,102	32,026
8-Comdr.	28,304	44,250
8-President	22,037	19,243
8-Golden Hawk	3,959	242
TOTAL	76,402	95,761
TOTAL S-P	104,798	147,864
MISC. DOMESTIC	3,866	7,582
FOREIGN	91,042	51,658
GRAND TOTAL ALL REGISTRATIONS	5,955,248	7,169,908

Compiled by R. L. Polk & Co. from official state documents.



push

■ Windows that rise mysteriously when you push a button...power steering...seats that glide forward at the flick of a finger...transmissions that shift for themselves—these are just a few of the bright new-car ideas that were engineered with a woman in mind.

■ Fact is, new-car *engineering* often talks a woman's language better than new-car advertising. A woman wants to know about each new engineering wrinkle that makes driving easier—but she prefers to hear about them in advertising that she knows talks *just to her*. And in a medium that talks to her—such as her favorite magazine.

■ Ladies' Home Journal has long made it a point to talk just to her. And the Journal must be uniquely successful at this because more women read the Journal—and are influenced by ideas in the Journal—than any other women's magazine. So if you want to give *your own* woman-inspired engineering miracles a little extra push, remember: The No. 1 push with women is the Journal.

Never underestimate the power of the No. 1 magazine for women...

Ladies' Home JOURNAL
A CURTIS PUBLICATION

New Motor Vehicle Registrations, '47-'56

NEW PASSENGER CAR REGISTRATIONS IN U. S.

	1947	1948	1949	1950	1951	1952	1953	1954	1955	1956
January	209,063	274,978	273,161	381,562	472,766	301,379	386,221	340,698	440,024	431,648
February	214,333	249,781	258,218	408,990	430,797	295,459	396,558	369,592	476,254	447,542
March	264,714	311,650	360,584	495,885	512,599	322,857	486,368	480,731	636,457	545,234
April	290,226	330,555	390,932	471,215	467,313	374,288	528,110	508,102	627,636	564,272
May	286,719	255,638	446,251	488,363	470,446	422,217	540,575	520,958	660,161	560,014
June	269,863	246,926	432,470	583,922	454,665	423,655	542,193	596,719	679,097	539,777
July	263,167	291,206	448,477	609,926	406,333	340,454	533,783	474,316	645,391	534,997
August	264,866	317,788	478,556	683,995	424,422	215,668	502,430	440,312	652,300	568,320
September	251,655	296,339	459,647	625,755	406,217	318,870	453,806	407,844	651,808	421,021
October	281,428	291,442	465,765	580,373	373,162	383,385	504,697	389,352	572,640	424,414
November	258,934	313,230	409,702	444,193	332,099	360,256	450,311	378,513	503,286	403,948
December	312,263	311,419	414,579	552,259	310,084	399,906	413,937	628,327	624,854	514,061
TOTAL	3,167,231	3,490,952	4,838,342	6,326,438	5,060,903	4,158,394	5,738,989	5,535,464	7,169,908	5,955,248

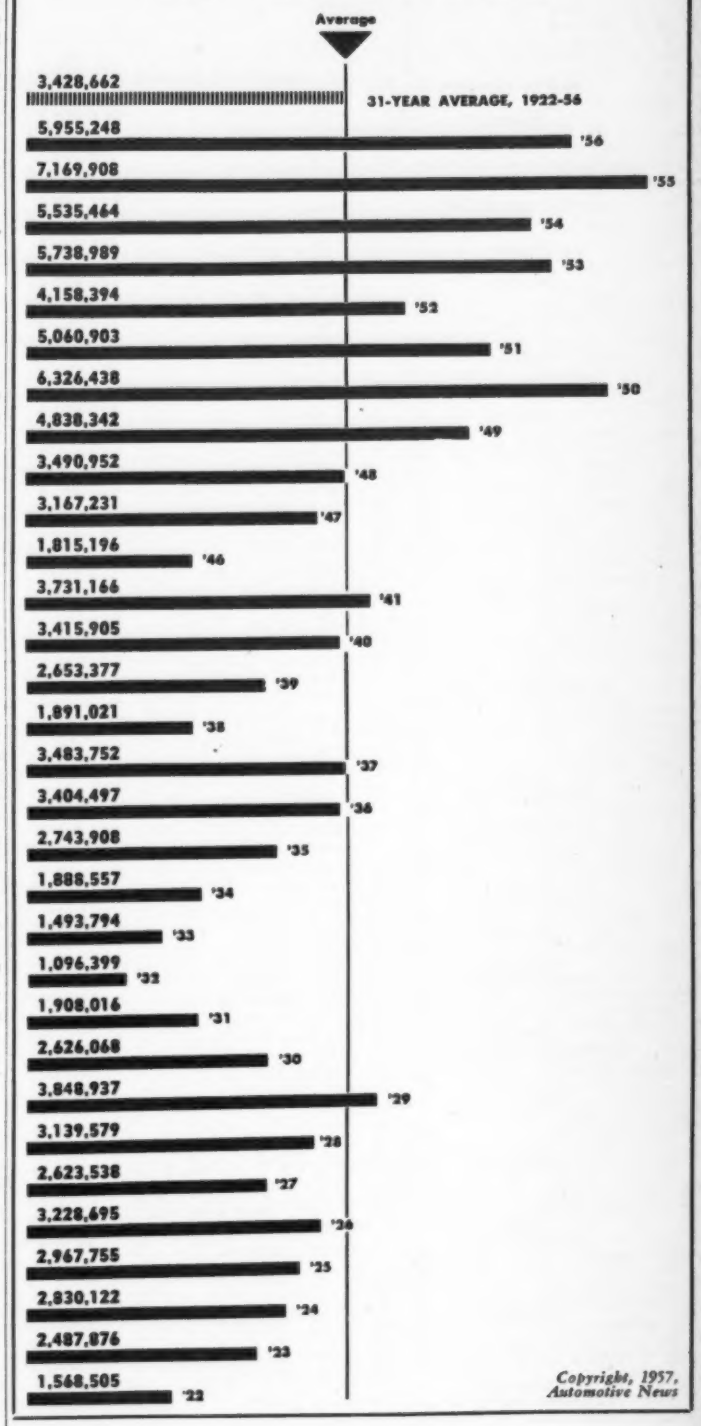
NEW TRUCK REGISTRATIONS IN U. S.

	1947	1948	1949	1950	1951	1952	1953	1954	1955	1956
January	62,477	69,486	66,423	67,925	88,058	59,661	72,514	60,694	62,231	66,141
February	63,752	74,326	67,537	71,698	78,581	59,285	68,616	60,843	56,204	65,478
March	79,344	94,806	87,165	96,266	86,287	63,364	79,637	72,583	64,516	77,220
April	85,148	108,168	78,857	92,241	84,961	73,461	91,127	75,332	79,076	82,670
May	76,901	100,614	86,375	90,786	90,627	71,690	86,346	78,197	82,081	84,997
June	65,458	87,117	79,069	91,512	87,461	71,471	77,199	85,870	90,005	78,501
July	71,647	94,036	76,866	117,040	84,021	72,134	76,161	65,164	84,443	78,404
August	75,912	91,923	85,539	126,533	87,646	57,786	76,642	64,001	92,019	79,831
September	69,899	85,108	89,251	113,784	84,814	65,381	78,319	66,174	89,891	72,420
October	87,167	84,284	86,375	101,169	92,281	77,486	82,625	69,221	87,262	76,052
November	73,737	75,024	79,699	84,167	76,517	70,431	72,467	64,123	75,540	66,983
December	67,690	70,282	78,805	89,186	62,596	69,949	68,659	66,899	93,733	65,669
TOTAL	879,132	1,035,174	961,961	1,142,307	1,003,850	812,099	930,312	829,101	957,001	894,366

COMBINED CAR AND TRUCK REGISTRATIONS IN U. S.

	1947	1948	1949	1950	1951	1952	1953	1954	1955	1956
January	271,540	344,464	339,584	449,487	560,824	361,040	458,735	401,392	502,255	497,789
February	278,085	324,107	325,755	480,688	509,378	354,744	465,174	430,435	532,458	513,020
March	344,058	406,456	447,749	592,151	598,886	386,221	566,005	553,314	700,973	622,454
April	375,374	438,723	469,789	563,456	552,274	447,749	619,237	583,434	706,712	646,942
May	363,620	356,252	532,626	579,149	561,073	493,907	626,921	599,155	742,242	645,011
June	335,321	334,043	511,539	675,434	542,126	495,126	619,392	682,589	769,102	618,278
July	334,814	385,242	525,343	726,966	490,354	412,588	609,944	539,480	729,834	613,401
August	340,778	409,711	564,095	810,528	512,068	273,454	579,072	504,313	744,319	648,151
September	321,554	381,447	548,898	739,539	491,031	384,251	532,125	474,018	741,699	493,441
October	368,595	375,726	552,140	681,542	465,443	460,871	587,322	458,573	659,902	500,466
November	332,671	388,254	489,401	528,360	408,616	430,687	522,778	442,636	578,826	470,931
December	379,953	381,701	493,384	641,445	372,680	469,855	482,596	695,226	718,587	579,730
TOTAL	4,046,363	4,526,126	5,800,303	7,468,745	6,064,753	4,970,493	6,669,301	6,364,565	8,126,909	6,849,614

31-Year Record Of Car Sales



New-Car Registrations By Makes, 1951-1956

	1956	1955	1954	1953	1952	1951
AMERICAN MOTORS:						
Hudson	30,529	43,212	35,824	66,797	78,509	96,847
Nash	84,576	93,541	82,729	137,507	142,520	140,035
Total	115,105	136,753	118,553	204,304	221,029	236,882
CHRYSLER CORP.:						
Chrysler	106,853	144,618	101,741	153,756	113,392	149,435
DeSoto	100,766	118,062	76,739	122,342	91,677	112,643
Dodge	220,208	284,323	154,789	288,812	246,464	298,603
Plymouth	483,756	647,352	381,078	600,447	433,134	542,649
Imperial	10,460	11,840	.....	.....	.....	.....
Total	922,043	1,206,195	714,347	1,165,357	884,667	1,103,330
FORD MOTOR:						
Ford	1,375,343	1,573,276	1,400,440	1,116,267	732,481	862,309
Lincoln	42,598	35,017	36,251	39,169	29,110	25,816
Mercury	274,603	371,837	269,926	267,717	185,883	233,339
Continental	1,564	606	.....	.....	.....	.....
Total	1,694,108	1,980,736	1,706,617	1,443,153	947,474	1,121,464
GM CORP.:						
Buick	529,371	737,879	513,497	454,320	310,806	392,285
Cadillac	132,952	141,038	110,328	98,612	87,806	97,093
Chevrolet	1,565,399	1,640,681	1,417,453	1,342,480	852,542	1,067,042
Oldsmobile	437,896	589,515	407,150	305,593	218,189	273,472
Pontiac	358,668	530,007	358,167	358,692	266,351	337,821
Total	3,024,286	3,639,120	2,806,595	2,586,697	1,735,694	2,167,713
KAISER-WILLYS:						
Kaiser	.....	959	8,889	22,825	41,022	52,286
Willys	.....	6,267	17,002	42,433	41,016	26,049
Total	.....	7,226	25,891	65,258	82,038	78,335
S-P CORP.:						
Packard	28,376	52,103	38,396	71,079	66,346	66,999
Studebaker	76,402	95,761	95,914	161,257	157,902	205,514
Total	104,793	147,864	134,310	232,336	224,248	272,513
Allstate	.....	.....	.....	675	1,566	.....
Austin	.....	.....	.....	3,087	4,804	3,800
Crosley	.....	.....	.....	.....	2,679	5,304
Henry J	.....	.....	1,123	10,710	28,718	51,372
Miscellaneous	94,908	52,014	28,028	27,412	25,477	20,190
Total	94,908	52,014	29,151	41,884	63,244	80,666
YEAR TOTAL	5,955,248	7,169,908	5,535,464	5,738,989	4,158,394	5,060,903

Top Cars

New-car registrations. Final standings for 12 months:

1956 Pos.		Make	1955 Pos.
1—	1,565,399	Chev.	1,640,861— 1
2—	1,375,343	Ford	1,573,276— 2
3—	529,371	Buick	737,879— 3
4—	483,756	Plym.	647,352— 4
5—	437,896	Olds.	589,515— 5
6—	358,668	Pontiac	530,007— 6
7—	274,603	Merc.	371,837— 7
8—	220,208	Dodge	284,323— 8
9—	132,952	Cadillac	141,038—10
10—	106,853	Chrysler	144,618— 9
11—	100,766	DeSoto	118,062—11
12—	84,576	Nash	93,541—13
13—	76,402	Stude.	95,761—12
14—	42,598	Lincoln	35,017—16
15—	30,529	Hudson	43,212—15
16—	28,396	Packard	52,103—14
17—	10,460	Imperial	11,840—17
18—	1,564	Cont'l	606—18
	94,908	Misc.	59,240
		Total All Makes	
	5,955,248		7,169,908

Top Trucks

New-truck registrations. Final standings for 12 months:

1956 Pos.		Make	1955 Pos.
1—	302,145	Chevrolet	329,791— 1
2—	263,753	Ford	295,900— 2
3—	108,014	Int'l	100,441— 3
4—	82,266	GMC	84,877— 4
5—	57,651	Dodge	66,208— 5
6—	23,488	Willys	27,252— 6
7—	15,137	White	14,372— 7
8—	13,190	Mack	10,932— 8
9—	8,708	Stude.	10,817— 9
10—	4,037	Dia. T	3,697—10
11—	2,974	Reo	3,121—11
12—	884	Brockway	1,144—12
	12,119	Misc.	8,449
		Total All Makes	
	894,366		957,001

New Truck Registrations by Makes 1949-1956

	1956	1955	1954	1953	1952	1951	1950	1949
Autocar	....	*	1,041	1,713	1,595	2,112	2,072	1,655
Brockway	884	1,144	1,340	2,080	1,752	2,182	2,384	1,626
Chevrolet	302,145	329,791	293,079	327,960	272,249	350,344	414,496	345,519
Crosley	....	.....	.....	32	243	434	422	871
Diamond-T	4,037	3,697	2,701	3,398	3,420	4,508	5,675	5,179
Divco	....	.....	2,505	2,569	2,752	3,752	4,309	3,577
Dodge	57,651	66,208	60,658	82,345	102,129	106,600	99,716	116,956
Federal	....	.....	248	986	841	1,008	1,469	1,225
Ford	263,753	295,900	267,799	266,027	179,523	250,802	315,912	202,179
FWD	....	.....	393	359	543	501	323	337
GMC	82,266	84,877	66,644	82,296	79,612	100,285	97,200	80,407
Internat'l	108,014	100,441	84,222	95,404	92,788	95,184	97,818	91,164
Kenworth	....	.....	697	747	705	668	673	*
Mack	13,190	10,932	6,098	6,890	7,138	9,794	9,908	6,866
Pontiac	....	.....	.....	468	541	908	1,362	775
Reo	2,974	3,121	2,283	3,498	3,393	3,427	3,876	4,003
Sterling	....	*	.....	.....	250	334	354	229
Studebaker	8,708	10,817	10,193	22,473	28,985	32,675	45,881	55,099
White	15,137	14,372	10,340	12,261	10,858	12,260	12,050	8,318
Willys	23,488	27,252	17,523	17,712	20,356	24,292	24,640	32,765
Misc.	12,119	8,449	1,337	1,094	2,426	1,780	1,767	3,218
Total	894,366	957,001	829,101	930,312	812,099	1,003,850	1,142,307	961,961

* Included in Miscellaneous

Presidents Of Auto Makers

AMERICAN MOTORS
George W. Romney 1954-
George W. Mason ..... May-Oct. 1954

Hudson
A. E. Barit 1936-1954
Roy D. Chapin sr. 1933-1936
W. J. McAnneny 1929-1933
R. B. Jackson 1923-1929
Roy D. Chapin sr. 1910-1923
J. L. Hudson 1909-1910

Nash-Kelvinator
George W. Mason 1937-1954

Nash
Earl H. McCarty 1932-1935*
Charles W. Nash 1916-1932
*Charles W. Nash was chairman in 1936; there was no president.

* * *

CHRYSLER CORP.
L. L. Colbert 1950-
K. T. Keller 1935-1950
Walter P. Chrysler 1925-1935
Nicholas Kelley ..... June 8-26, 1925

Chrysler
E. C. Quinn 1953-
D. A. Wallace 1937-1953
John E. Fields 1931-1937
Walter P. Chrysler 1923-1931

DeSoto
L. I. Woolson 1952-
C. E. Bleicher 1944-1952
Byron C. Foy 1929-1944

Dodge
M. C. Patterson 1956-
W. C. Newberg 1951-1956
L. L. Colbert 1946-1951
H. L. Weckler 1943-1946
W. J. O'Neil 1938-1943
K. T. Keller 1930-1938
Walter P. Chrysler 1928-1930
Edward G. Wilmer 1926-1928
Frederick J. Haynes 1920-1926
John F. Dodge 1919-1920
Horace E. Dodge 1914-1919

Plymouth
J. P. Mansfield 1952-
D. S. Eddins 1935-1952
B. E. Hutchinson 1932-1935
F. L. Rockelman 1930-1932
Walter P. Chrysler 1928-1930

* * *

FORD MOTOR CO.
Henry Ford II 1945-
Henry Ford 1943-1945
Edsel Ford 1919-1943
Henry Ford 1906-1918
John S. Gray 1903-1906

Edsel
(General Manger)
Richard E. Krafve 1955-

Ford Division
(General Managers)
Robert S. McNamara 1955-
Lewis D. Crusoe 1949-1955

Lincoln
(General Manger)
Ben D. Mills 1955-
(President)
Henry M. Leland 1920-1922

Mercury
(General Managers)
F. C. Reith 1955-
Benson Ford 1948-1955
Thomas Skinner 1945-1948

* * *

GENERAL MOTORS
Harlow H. Curtice 1953-
C. E. Wilson 1941-1953
William S. Knudsen 1937-1940
Alfred P. Sloan jr. 1923-1937
Pierre S. duPont 1920-1923
W. C. Durant 1916-1920
C. W. Nash 1912-1916
Thomas Neal 1911-1912
James J. Storrow 1910-1911
William M. Eaton 1908-1910
George E. Daniels 1908

Cadillac
(General Managers)
J. M. Roche 1957-
D. E. Ahrens 1950-1956
J. F. Gordon 1946-1950
Nicholas Dreystadt 1934-1946
(Presidents)
L. P. Fisher 1925-1934
H. H. Rice 1921-1925
R. H. Collins 1917-1921
Henry Leland 1904-1917

Chevrolet
(General Managers)
E. N. Cole 1956-
T. H. Keating 1949-1956
W. F. Armstrong 1948-1949
Nicholas Dreystadt 1946-1948
M. E. Coyle 1933-1946
W. S. Knudsen 1922-1933
Karl W. Zimmershied 1920-1922
(President)
W. C. Durant 1911-1920

Buick
(General Managers)
Edward T. Ragsdale 1956-
Ivan L. Wiles 1948-1956
Harlow H. Curtice 1933-1948
(Presidents)
Irving J. Reuter 1932-1933
Edward T. Strong 1926-1932
Harry H. Bassett 1920-1926
Walter P. Chrysler 1912-1920
Thomas Neil 1911-1912
Charles W. Nash 1910-1911
William M. Eaton 1908-1910
Charles M. Begole 1904-1908
James H. Whiting 1903-1904
David D. Buick—Founder

Oldsmobile
(General Managers)
J. F. Wolfram 1951-
S. E. Skinner 1940-1950
C. L. McCuen 1933-1940
I. J. Reuter 1932-1933
D. S. Eddins ..... (April) 1932
I. J. Reuter 1925-1932
A. B. C. Hardy 1921-1925
Edward Ver Linden 1916-1921
C. W. Nash 1913-1916
W. J. Mead 1908-1913
(Presidents)
Henry Russel 1904-1908
F. L. Smith 1901-1904
R. E. Olds 1897-1900

Pontiac
(General Managers)
Semon E. Knudsen 1956-
Robert M. Critchfield 1952-1955
Arnold Lenz 1951
Harry J. Klingler 1934-1950
William S. Knudsen-F. O. Tanner 1932-1933

Oakland
Irving J. Reuter 1931
Alfred R. Glancy 1924-1930
George H. Hannum 1921-1923
Fred W. Warner 1916-1920

(Continued on Page 43)

States' and Makers' Passenger Car Sales Figures

1956 Compared with 1955

Figures in this table are supplied by R. L. Polk & Co.

List of States in Order of VOLUME of Sales of Passenger Cars

	1956	1956 Pos.	1955	1955 Pos.	Unit Loss	Pct. Loss
California	556,164	1	665,892	1	109,728	16.48
New York	511,096	2	634,859	2	123,763	19.49
Illinois	398,174	3	460,883	5	62,709	13.61
Ohio	387,257	4	443,762	6	56,505	12.73
Pennsylvania	386,977	5	463,339	4	76,362	16.48
Michigan	348,138	6	512,525	3	164,387	32.07
Texas	345,288	7	429,931	7	84,643	19.69
New Jersey	222,728	8	258,527	8	35,799	13.85
Indiana	188,423	9	229,951	9	41,528	18.06
Florida	175,651	10	195,468	10	19,817	10.14
Massachusetts	156,987	11	177,672	12	20,685	11.64
Missouri	148,169	12	178,704	11	30,535	17.09
Wisconsin	131,296	13	151,246	13	19,950	13.19
Georgia	121,633	14	139,382	14	17,749	12.73
Virginia	117,344	15	135,549	15	18,205	13.43
Minnesota	115,709	16	129,423	17	13,714	10.60
North Carolina	107,139	17	132,114	16	24,975	18.90
Maryland	102,841	18	118,567	19	15,726	13.26
Louisiana	91,588	19	101,265	23	9,677	9.56
Tennessee	90,605	20	118,864	18	28,259	23.77
Connecticut	89,346	21	105,879	21	16,533	15.61
Alabama	84,634	22	101,651	22	17,017	16.74
Iowa	83,895	23	108,294	20	24,399	22.53
Kansas	80,973	24	99,292	24	18,319	18.45
Washington	75,960	25	89,231	26	13,271	14.87
Oklahoma	75,446	26	94,347	25	18,901	20.03
Kentucky	73,560	27	86,105	27	12,545	14.57
Oregon	70,531	28	81,402	28	10,871	13.35
West Virginia	53,408	29	54,951	33	1,543	2.81
South Carolina	52,355	30	60,217	31	7,862	13.06
Mississippi	52,058	31	61,807	30	9,749	15.77
Colorado	51,764	32	61,925	29	10,161	16.41
Arkansas	45,369	33	49,573	34	4,204	8.48
Nebraska	43,929	34	59,626	32	15,697	26.33
Arizona	32,221	35	37,303	35	5,082	13.62
Maine	27,400	36	30,191	39	2,791	9.24
District of Columbia	26,506	37	34,729	36	8,223	23.68
New Mexico	25,922	38	30,501	38	4,579	15.01
Montana	24,256	39	27,045	41	2,789	10.31
Utah	24,029	40	27,262	40	3,233	11.86
Rhode Island	23,996	41	32,537	37	8,541	26.25
Idaho	20,408	42	24,272	42	3,864	15.92
South Dakota	19,874	43	24,112	43	4,238	17.58
North Dakota	19,446	44	22,055	46	2,609	11.83
New Hampshire	19,067	45	23,048	44	3,981	17.27
Delaware	18,867	46	22,940	45	4,073	17.75
Vermont	13,789	47	14,653	48	864	5.90
Wyoming	12,087	48	14,970	47	2,883	19.26
Nevada	10,945	49	12,067	49	1,122	9.30
TOTALS	5,955,248		7,169,908		1,214,660	16.94

List of States in Order of PERCENTAGE of Sales DECREASE of Passenger Cars

	Pct. Loss	Unit Loss	Pos.	1956	1956 Pos.	1955	1955 Pos.
West Virginia	2.81	1,543	1	53,408	29	54,951	33
Vermont	5.90	864	2	13,789	47	14,653	48
Arkansas	8.48	4,204	3	45,369	33	49,573	34
Maine	9.24	2,791	4	27,400	36	30,191	39
Nevada	9.30	1,122	5	10,945	49	12,067	49
Louisiana	9.56	9,677	6	91,588	19	101,265	23
Florida	10.14	19,817	7	175,651	10	195,468	10
Montana	10.31	2,789	8	24,256	39	27,045	41
Minnesota	10.60	13,714	9	115,709	16	129,423	17
Massachusetts	11.64	20,685	10	156,987	11	177,672	12
North Dakota	11.83	2,609	11	19,446	44	22,055	46
Utah	11.86	3,233	12	24,029	40	27,262	40
Ohio	12.73	56,505	13	387,257	4	443,762	6
Georgia	12.73	17,749	14	121,633	14	139,382	14
South Carolina	13.06	7,862	15	52,355	30	60,217	31
Wisconsin	13.19	19,950	16	131,296	13	151,246	13
Maryland	13.26	15,726	17	102,841	18	118,567	19
Oregon	13.35	10,871	18	70,531	28	81,402	28
Virginia	13.43	18,205	19	117,344	15	135,549	15
Illinois	13.61	62,709	20	398,174	3	460,883	5
Arizona	13.62	5,082	21	32,221	35	37,303	35
New Mexico	15.01	4,579	25	25,922	38	30,501	38
Kentucky	14.57	12,545	23	73,560	27	86,105	27
Washington	14.87	13,271	24	75,960	25	89,231	26
New Mexico	15.01	4,579	25	25,922	38	30,501	38
Connecticut	15.61	16,533	26	89,346	21	105,879	21
Mississippi	15.77	9,749	27	52,058	31	61,807	30
Idaho	15.92	3,864	28	20,408	42	24,272	42
Colorado	16.41	10,161	29	51,764	32	61,925	29
California	16.48	109,728	30	556,164	1	665,892	1
Pennsylvania	16.48	76,362	31	386,977	5	463,339	4
Alabama	16.74	17,017	32	84,634	22	101,651	22
Missouri	17.09	30,535	33	148,169	12	178,704	11
New Hampshire	17.27	3,981	34	19,067	45	23,048	44
South Dakota	17.58	4,238	35	19,874	43	24,112	43
Delaware	17.75	4,073	36	18,867	46	22,940	45
Indiana	18.06	41,528	37	188,423	9	229,951	9
Kansas	18.45	18,319	38	80,973	24	99,292	24
North Carolina	18.90	24,975	39	107,139	17	132,114	16
Wyoming	19.26	2,883	40	12,087	48	14,970	47
New York	19.49	123,763	41	511,096	2	634,859	2
Texas	19.69	84,643	42	345,288	7	429,931	7
Oklahoma	20.03	18,901	43	75,446	26	94,347	25
Iowa	22.53	24,399	44	83,895	23	108,294	20
District of Columbia	23.68	8,223	45	26,506	37	34,729	36
Tennessee	23.77	28,259	46	90,605	20	118,864	18
Rhode Island	26.25	8,541	47	23,996	41	32,537	37
Nebraska	26.33	15,697	48	43,929	34	59,626	32
Michigan	32.07	164,387	49	348,138	6	512,525	3
TOTALS	16.94	1,214,660		5,955,248		7,169,908	

Makers' Volume Gains

List of Passenger Car Manufacturers in Order of VOLUME of Sales, 1956-1955

	1956	1956 Pos.	1955	1955 Pos.	Unit Gain or Loss	Pct. Gain or Loss
Chevrolet	1,565,399	1	1,640,681	1	— 75,282	— 4.59
Ford	1,375,343	2	1,573,276	2	— 197,933	—12.58
Buick	529,371	3	737,879	3	— 208,508	—28.26
Plymouth	483,756	4	647,352	4	— 163,596	—25.27
Oldsmobile	437,896	5	589,515	5	— 151,619	—25.72
Pontiac	358,668	6	530,007	6	— 171,339	—32.33
Mercury	274,603	7	371,837	7	— 97,234	—26.15
Dodge	220,208	8	284,323	8	— 64,115	—22.55
Cadillac	132,952	9	141,038	10	— 8,086	— 5.73
Chrysler	106,853	10	156,458	9	— 49,605	—31.70
DeSoto	100,766	11	118,062	11	— 17,296	—14.65
Nash	84,576	12	93,541	13	— 8,965	— 9.58
Studebaker	76,402	13	95,761	12	— 19,359	—20.22
Lincoln	42,598	14	35,017	16	+ 7,581	+21.65
Hudson	30,529	15	43,212	15	— 12,683	—29.35
Packard	28,396	16	52,103	14	— 23,707	—45.50
Imperial	10,460	17	11,840	17	— 1,380	—11.66
Continental	1,564	18	606	18	+ 958	+158.08
Miscellaneous	94,908		47,400		+ 47,508	+100.23
TOTAL	5,955,248		7,169,908		—1,214,660	—16.94

Makers' Percentage Gains

List of Passenger Car Manufacturers in Order of PERCENTAGE of Sales INCREASE, 1956-1955

	Pct. Gain or Loss	Unit Gain or Loss	Gain Pos.	1956	1956 Pos.	1955	1955 Pos.
Continental	+158.08	+ 958	1	1,564	18	606	18
Lincoln	+ 21.65	+ 7,581	2	42,598	14	35,017	16
Chevrolet	— 4.59	— 75,282	3	1,565,399	1	1,640,681	1
Cadillac	— 5.73	— 8,086	4	132,952	9	141,038	10
Nash	— 9.58	— 8,965	5	84,576	12	93,541	13
Imperial	— 11.66	— 1,380	6	10,460	17	11,840	17
Ford	— 12.58	— 197,933	7	1,375,343	2	1,573,276	2
DeSoto	— 14.65	— 17,296	8	100,766	11	118,062	11
Studebaker	— 20.22	— 19,359	9	76,402	13	95,761	12
Dodge	— 22.55	— 64,115	10	220,208	8	284,323	8
Plymouth	— 25.27	— 163,596	11	483,756	4	647,352	4
Oldsmobile	— 25.72	— 151,619	12	437,896	5	589,515	5
Mercury	— 26.15	— 97,234	13	274,603	7	371,837	7
Buick	— 28.26	— 208,508	14	529,371	3	737,879	3
Hudson	— 29.35	— 12,683	15	30,529	15	43,212	15
Chrysler	— 31.70	— 49,605	16	106,853	10	156,458	9
Pontiac	— 32.33	— 171,339	17	358,668	6	530,007	6
Packard	— 45.50	— 23,707	18	28,396	16	52,103	14
Miscellaneous	+100.23	+ 47,508		94,908		47,400	
TOTAL	— 16.94	—1,214,660		5,955,248		7,169,908	

How They Fared . . .

New-Car Registrations by Makes, 1956-1955

	Regis., 1956 Total	Percent Share of 1956 Regis.	Total Regis., 1955	Percent Share of 1955 Regis.	Pct. Pt. Change in Share of Market
AMERICAN MOTORS	115,105	1.93	136,753	1.91	+ .02
Hudson	30,529	.51	43,212	.60	— .09
Nash	84,576	1.42	93,541	1.31	+ .11
CHRYSLER CORP.	922,043	15.48	1,206,195	16.82	—1.34
Chrysler	106,853	1.79	144,618	2.02	— .23
Imperial	10,460	.18	11,840	.16	+ .02
DeSoto	100,766	1.69	118,062	1.64	+ .05
Dodge	220,208	3.70	284,323	3.97	— .27
Plymouth	483,756	8.12	647,352	9.03	— .91
FORD MOTOR CO.	1,694,108	28.45	1,980,736	27.62	+ .83
Ford	1,375,343	23.09	1,573,276	21.94	+1.15
Lincoln	42,598	.72	35,017	.49	+ .23
Mercury	274,603	4.61	371,837	5.18	— .57
Continental	1,564	.03	606	.01	+ .02
GENERAL MOTORS	3,024,286	50.78	3,639,120	50.76	+ .02
Buick	529,371	8.89	737,879	10.29	—1.40
Cadillac	132,952	2.23	141,038	1.98	+ .25
Chevrolet	1,565,399	26.29	1,640,681	22.88	+3.41
Oldsmobile	437,896	7.35	589,515	8.22	— .87
Pontiac	358,668	6.02	530,007	7.39	—1.37
STUDEBAKER-PACKARD	104,798	1.76	147,864	2.06	— .30
Packard	28,396	.48	52,103	.72	— .24
Studebaker	76,402	1.28	95,761	1.34	— .06
MISCELLANEOUS	94,908	1.60	*59,240	.83	+ .77
TOTAL	5,955,248	100.00	7,169,908	100.00	

*Includes Kaiser and Willys.

—Automotive News compilations from R. L. Polk & Co. data.

Presidents Of Auto Makers

(Continued from Page 42)

Charles W. Nash 1915
George P. Daniels 1911-1914
Lee Dunlap 1909-1910
Edward M. Murphy 1907-1908

* * *

STUDEBAKER-PACKARD

Harold E. Churchill 1956-
James J. Nance 1954-1956

Packard

James J. Nance 1952-1954
Hugh J. Ferry 1949-1952
George T. Christopher 1942-1949
Alvan Macauley 1916-1942
Henry B. Joy 1909-1916
James W. Packard 1900-1909

Studebaker

Harold S. Vance 1949-1954
Paul G. Hoffman 1933-1949
Albert R. Erskine 1915-1933
Frederick S. Fish 1911-1915
John M. Studebaker 1902-1911

* * *

DIAMOND T

Z. C. R. Hansen 1956-
E. J. Bush 1946-1956
C. A. Tilt 1905-1945

* * *

GMC
(General Managers)

Philip J. Monaghan 1953-
Roger M. Kyes 1950-1953
Morgan D. Douglas 1945-1950
Irving B. Babcock 1943-1945

Yellow Truck
(Presidents)

Irving B. Babcock 1935-1943
Paul Seiler 1927-1935
John D. Ritchie 1925-1927

Yellow Coach Mfg. Co.*

John Hertz 1920-1925

General Motors Truck Co.*
(General Manger)

W. L. Day 1911-1925

Rapid Motor Vehicle Co.
(Presidents)

A. G. North 1905-1911
Max Grabowski 1900-1905
*Merged in 1925.

INTERNATIONAL HARVESTER

P. V. Moulder 1956-
John L. McCaffrey 1946-1956
Fowler McCormick 1941-1946
Sidney G. McAllister 1935-1941
Addis E. McKinstry 1933-1935
Alexander Legge 1931-1933
Herbert F. Perkins 1929-1931
Alexander Legge 1922-1929
Harold F. McCormick 1918-1922
Cyrus H. McCormick 1902-1918

MACK

P. O. Peterson 1955-
E. D. Bransome 1949-1955
C. T. Ruhf 1943-1949
E. C. Fink 1937-1943
Charles Hayden 1936-1937

International Motor Truck Corp.

A. J. Brosseau 1917-1936
Vernon Munroe 1913-1916
John Calder 1913

Mack Bros. Motor Car Co.

C. P. Coleman 1911-1913
John M. Mack 1908-1911
Thomas Rush 1907-1908
Jacob Sulzbach 1906-1907
Otto Mears 1906-1906
John M. Mack 1905

REO

John C. Tooker 1955-
J. S. Sherer Jr. 1948-1954
Henry E. Hund 1940-1948
Fred Glover 1940
Trusteeship 1938-1939
Rowland Campbell 1938
Fred Glover 1938
D. E. Bates 1934-1938
R. H. Scott 1923-1934
R. E. Olds 1904-1923

WILLYS MOTORS

Edgar F. Kaiser 1953-
Ward M. Canaday 1950-1953
James D. Mooney 1946-1949
Charles E. Sorensen 1944-1946
Joseph W. Frazer 1939-1943
David R. Wilson 1936-1939
(Receivership) 1933-1936
L. A. Miller 1929-1933
John N. Willys 1908-1929

WHITE

J. N. Bauman 1956-
R. F. Black 1935-1956
A. G. Bean 1930-1934
R. W. Woodruff 1929-1930
W. C. White 1921-1929
W. T. White 1916-1920

States' and Makers' Truck Sales Figures

1956 Compared with 1955

List of States in Order of VOLUME

	1956	1956 Pos.	1955	1955 Pos.	Unit Gain or Loss	Pct. Gain or Loss
California	92,374	1	88,376	1	+ 3,998	+ 4.52
Texas	70,443	2	80,756	2	— 10,313	—12.77
New York	49,602	3	50,720	3	— 1,118	— 2.20
Pennsylvania	43,689	4	45,452	4	— 1,763	— 3.88
Ohio	38,921	5	42,315	5	— 3,394	— 8.02
Illinois	37,191	6	39,786	7	— 2,595	— 6.52
Michigan	34,987	7	41,034	6	— 6,047	—14.74
Florida	27,210	8	28,160	9	— 950	— 3.37
Indiana	25,421	9	28,976	8	— 3,555	—12.27
Georgia	25,233	10	26,879	10	— 1,646	— 6.12
North Carolina	23,118	11	25,181	12	— 2,063	— 8.19
Missouri	22,910	12	25,674	11	— 2,764	—10.76
New Jersey	22,464	13	22,826	13	— 362	— 1.58
Louisiana	20,161	14	21,781	14	— 1,620	— 7.44
Virginia	19,304	15	20,272	16	— 968	— 4.77
Alabama	18,006	16	21,652	15	— 3,646	—16.84
Tennessee	17,293	17	18,736	19	— 1,443	— 7.70
Oklahoma	17,266	18	20,205	17	— 2,939	—14.54
Massachusetts	16,869	19	13,879	28	+ 2,990	+21.54
Minnesota	16,579	20	17,526	20	— 947	— 5.40
Mississippi	16,504	21	19,385	18	— 2,881	—14.86
Wisconsin	16,448	22	16,969	21	— 521	— 3.07
Arkansas	15,805	23	16,669	23	— 864	— 5.18
Washington	15,398	24	15,770	27	— 372	— 2.36
Oregon	15,369	25	15,859	26	— 490	— 3.09
Kentucky	15,131	26	16,297	25	— 1,166	— 7.15
Iowa	13,603	27	16,770	22	— 3,167	—18.88
Kansas	13,534	28	16,616	24	— 3,082	—18.55
Maryland	11,293	29	11,267	31	+ 26	+ .23
Colorado	11,165	30	12,759	29	— 1,594	—12.49
South Carolina	10,102	31	10,113	32	— 11	— .11
Connecticut	9,458	32	9,071	34	+ 387	+ 4.27
West Virginia	9,414	33	9,936	33	— 522	— 5.25
New Mexico	8,480	34	8,597	36	— 117	— 1.36
Nebraska	8,317	35	11,707	30	— 3,390	—28.96
Arizona	8,272	36	8,916	35	— 644	— 7.22
Montana	7,332	37	8,478	37	— 1,146	—13.52
Idaho	6,260	38	6,849	38	— 589	— 8.60
Maine	6,045	39	6,198	39	— 153	— 2.47
Utah	5,295	40	5,541	40	— 246	— 4.44
North Dakota	4,818	41	5,021	42	— 203	— 4.04
South Dakota	4,788	42	5,131	41	— 343	— 6.68
Wyoming	4,048	43	4,740	43	— 692	—14.60
New Hampshire	3,798	44	3,282	45	+ 516	+15.72
Vermont	3,312	45	3,030	47	+ 282	+ 9.31
Nevada	3,111	46	2,634	48	+ 477	+18.11
Rhode Island	3,103	47	3,155	46	— 52	— 1.65
Delaware	2,696	48	3,449	44	— 753	—21.83
District of Columbia	2,426	49	2,606	49	— 180	— 6.91
TOTALS	894,366		957,001		— 62,635	— 6.54

List of States in Order of PERCENTAGE of Sales INCREASE

	Pct. Gain or Loss	Unit Gain or Loss	Gain Pos.	1956	1956 Pos.	1955	1955 Pos.
Massachusetts	+21.54	+ 2,990	1	16,869	19	13,879	28
Nevada	+18.11	+ 477	2	3,111	46	2,634	48
New Hampshire	+15.72	+ 516	3	3,798	44	3,282	45
Vermont	+ 9.31	+ 282	4	3,312	45	3,030	47
California	+ 4.52	+ 3,998	5	92,374	1	88,376	1
Connecticut	+ 4.27	+ 387	6	9,458	32	9,071	34
Maryland	+ .23	+ 26	7	11,293	29	11,267	31
South Carolina	— .11	— 111	8	10,102	31	10,113	32
New Mexico	— 1.36	— 117	9	8,480	34	8,597	36
New Jersey	— 1.58	— 362	10	22,464	13	22,826	13
Rhode Island	— 1.65	— 52	11	3,103	47	3,155	46
New York	— 2.20	— 1,118	12	49,602	3	50,720	3
Washington	— 2.36	— 372	13	15,398	24	15,770	27
Maine	— 2.47	— 153	14	6,045	39	6,198	39
Wisconsin	— 3.07	— 521	15	16,448	22	16,969	21
Oregon	— 3.09	— 490	16	15,369	25	15,859	26
Florida	— 3.37	— 950	17	27,210	8	28,160	9
Pennsylvania	— 3.88	— 1,763	18	43,689	4	45,452	4
North Dakota	— 4.04	— 203	19	4,818	41	5,021	42
Utah	— 4.44	— 246	20	5,295	40	5,541	40
Virginia	— 4.77	— 968	21	19,304	15	20,272	16
Arkansas	— 5.18	— 864	22	15,805	23	16,669	23
West Virginia	— 5.25	— 522	23	9,414	33	9,936	33
Minnesota	— 5.40	— 947	24	16,579	20	17,526	20
Georgia	— 6.12	— 1,646	25	25,233	10	26,879	10
Illinois	— 6.52	— 2,595	26	37,191	6	39,786	7
South Dakota	— 6.68	— 343	27	4,788	42	5,131	41
District of Columbia	— 6.91	— 180	28	2,426	49	2,606	49
Kentucky	— 7.15	— 1,166	29	15,131	26	16,297	25
Arizona	— 7.22	— 644	30	8,272	36	8,916	35
Louisiana	— 7.44	— 1,620	31	20,161	14	21,781	14
Tennessee	— 7.70	— 1,443	32	17,293	17	18,736	19
Ohio	— 8.02	— 3,394	33	38,921	5	42,315	5
North Carolina	— 8.19	— 2,063	34	23,118	11	25,181	12
Idaho	— 8.60	— 589	35	6,260	38	6,849	38
Missouri	—10.76	— 2,764	36	22,910	12	25,674	11
Indiana	—12.27	— 3,555	37	25,421	9	28,976	8
Colorado	—12.49	— 1,594	38	11,165	30	12,759	29
Texas	—12.77	— 10,313	39	70,443	2	80,756	2
Montana	—13.52	— 1,146	40	7,332	37	8,478	37
Oklahoma	—14.54	— 2,939	41	17,266	18	20,205	17
Wyoming	—14.60	— 692	42	4,048	43	4,740	43
Michigan	—14.74	— 6,047	43	34,987	7	41,034	6
Mississippi	—14.86	— 2,881	44	16,504	21	19,385	18
Alabama	—16.84	— 3,646	45	18,006	16	21,652	15
Kansas	—18.55	— 3,082	46	13,534	28	16,616	24
Iowa	—18.88	— 3,167	47	13,603	27	16,770	22
Delaware	—21.83	— 753	48	2,696	48	3,449	44
Nebraska	—28.96	— 3,390	49	8,317	35	11,707	30
TOTALS	— 6.54	— 62,635		894,366		957,001	

Makers' Volume Gains

List of Commercial Car Manufacturers in Order of VOLUME of Sales, 1956-1955

	1956	1956 Pos.	1955	1955 Pos.	Unit Gain or Loss	Pct. Gain or Loss
Chevrolet	302,145	1	329,791	1	— 27,646	— 8.38
Ford	263,753	2	295,900	2	— 32,147	—10.86
International	108,014	3	100,441	3	+ 7,573	+ 7.54
GMC	82,266	4	84,877	4	— 2,611	— 3.08
Dodge	57,651	5	66,208	5	— 8,557	—12.92
Willys	23,488	6	27,252	6	— 3,764	—13.81
White	15,137	7	14,372	7	+ 765	+ 5.32
Mack	13,190	8	10,932	8	+ 2,258	+20.65
Studebaker	8,708	9	10,817	9	— 2,109	—19.50
Diamond T	4,037	10	3,697	10	+ 340	+ 9.20
Reo	2,974	11	3,121	11	— 147	— 4.71
Brockway	884	12	1,144	12	— 260	—22.73
Miscellaneous	12,119		8,449		+ 3,670	+43.44
TOTAL	894,366		957,001		— 62,635	— 6.54

Makers' Percentage Gains

List of Commercial Car Manufacturers in Order of PERCENTAGE of Sales INCREASE, 1956-1955

	Pct. Gain or Loss	Unit Gain or Loss	Gain Pos.	1956	1956 Pos.	1955	1955 Pos.
Mack	+20.65	+ 2,258	1	13,190	8	10,932	8
Diamond T	+ 9.20	+ 340	2	4,037	10	3,697	10
International	+ 7.54	+ 7,573	3	108,014	3	100,441	3
White	+ 5.32	+ 765	4	15,137	7	14,372	7
GMC	— 3.08	— 2,611	5	82,266	4	84,877	4
Reo	— 4.71	— 147	6	2,974	11	3,121	11
Chevrolet	— 8.38	— 27,646	7	302,145	1	329,791	1
Ford	—10.86	— 32,147	8	263,753	2	295,900	2
Dodge	—12.92	— 8,557	9	57,651	5	66,208	5
Willys	—13.81	— 3,764	10	23,488	6	27,252	6
Studebaker	—19.50	— 2,109	11	8,708	9	10,817	9
Brockway	—22.73	— 260	12	884	12	1,144	12
Miscellaneous	+43.44	+ 3,670		12,119		8,449	
TOTAL		62,635		894,366		957,001	

How They Fared . . .

New Truck Registrations 1956-1955

Make	Total Regis., 1956	Percent Share of '56 Market	Total Regis., 1955	Percent Share of '55 Market	Percentage Point Change
Chevrolet	302,145	33.78	329,791	34.46	— .68
Ford	263,753	29.49	295,900	30.92	—1.43
International	108,014	12.08	100,441	10.49	+1.59
GMC	82,266	9.20	84,877	8.87	+ .33
Dodge	57,651	6.45	66,208	6.92	— .47
Willys	23,488	2.63	27,252	2.85	— .22
White*	15,137	1.69	14,372	1.50	+ .19
Mack	13,190	1.47	10,932	1.14	+ .33
Studebaker	8,708	.97	10,817	1.13	— .16
Diamond T	4,037	.45	3,697	.39	+ .06
Reo	2,974	.33	3,121	.33	
Brockway	884	.10	1,144	.12	— .02
Miscellaneous	12,119	1.36	8,449	.88	+ .48
Total	894,366	100.00	957,001	100.00	

* White includes Autocar, Freightliner and Sterling.

** Miscellaneous includes Corbitt, Marmon-Herrington, Four Wheel Drive, Federal, etc.

—Compiled from R. L. Polk & Co. data.

Annual Total Vehicle-Miles of Travel in United States, in Millions of Miles

1921	55,027	1925	122,346	1929	197,720	1933	200,642
1922	67,697	1926	140,735	1930	206,320	1934	215,563
1923	84,995	1927	158,453	1931	216,151	1935	228,568
1924	104,838	1928	172,856	1932	200,517	1936	252,128

	TOTAL VEHICLE MILES				AVERAGE MILES PER VEHICLE			
	Passenger Cars	Buses	Trucks	Total	Passenger Cars	Buses	Trucks	Total
1936	208,654	2,367	41,107	252,128	8,622	19,033	10,098	8,879
1937	223,467	2,492	44,151	270,110	8,767	18,991	10,264	9,027
1938	224,174	2,508	44,495	271,177	8,871	18,822	10,383	9,134
1939	235,629	2,554	47,219	285,402	8,976	18,392	10,504	9,240
1940	249,600	2,657	49,932	302,189	9,080	18,562	10,626	9,347
1941	275,872	2,822	54,918	333,612	9,291	19,197	10,743	9,545
1942*	218,318	3,131	45,760	267,209	7,805	21,013	9,609	8,127
1943*	161,830	3,366	41,626	206,822	6,223	21,857	9,028	6,722
1944*	166,125	3,800	41,739	211,664	6,499	24,359	8,992	6,972
1945*	199,280	3,834	45,941	249,055	7,727	23,521	9,270	8,058
1946	280,637	4,054	56,188	340,879	9,948	25,025	9,623	9,964
1947	300,494	4,254	66,146	370,894	9,734	24,170	9,947	9,839
1948	319,743	4,286	73,928	397,957	9,575	23,293	10,019	9,716
1949	342,478	4,252	77,731	424,461	9,401	22,326	9,916	9,547
1950	363,613	4,081	90,552	458,246	9,020	20,910	10,776	9,369
1951	392,131	4,118	94,844	491,093	9,154	20,820	10,790	9,476
1952	410,187	4,334	99,060	513,581	9,378	21,062	10,940	9,690
1953	435,351	4,449	104,633	544,433	9,370	18,234	10,927	9,674
1954	450,605	4,408	105,844	560,857	9,308	18,918	10,883	9,608
1955	487,540	4,507	111,387	603,434	9,359	17,658	10,697	9,615
1956†	N. A.	N. A.	N. A.	627,500	N. A.	N. A.	N. A.	N. A.

* Does not include travel by military vehicles. † Preliminary.

Source: U. S. Bureau of Public Roads.

The extra safety of nylon cord tires

● An important safety improvement in tires gives change-over business a real boost. That's why the lasting strength and safety of nylon cord tires have special meaning for you. Each time you suggest a change-over to nylon, you do both yourself and your customer a service. Nylon cord's safety extras give your customer added protection against the hazards of blowout . . . permit mile-after-mile driving

TODAY THE STRONGEST, SAFEST

Already highly publicized, the advantages of nylon cord tires are featured in Du Pont's powerful advertising campaign appearing throughout the year in these leading magazines. It brings the story of nylon's safety and dependability directly to your best customers. Surveys and the rising sale of nylon cord tires show that the public knows and wants nylon's extra strength and extra safety.

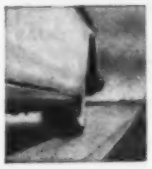
In the toughest tire test of all . . . billions of miles of heavy-duty trucking have proved the extra safety of nylon cord tires under the most rugged road and load conditions.

NYLON CORD PROTECTS AGAINST THE 4 MAJOR CAUSES OF BLOWOUTS

1. BRUISE DAMAGE caused by hitting a rock, hole or bump is a frequent cause of tire blowout. Nylon's shock-absorbing toughness guards against impact damage, gives you extra safety, added protection mile after mile.

2. MOISTURE seeping in through cracks or cuts in tire rubber weakens ordinary cord; results in dangerous, unseen damage to your tires. Nylon ends blowouts due to moisture damage because water can't rot nylon cord.

3. FLEX STRAIN that occurs every time a tire turns can sap its strength, lead to premature failure. Nylon's resilience guards against damaging flex fatigue, gives lasting protection against this cause of blowout.



4. HEAT can permanently weaken tire cord, lead to blowouts. Nylon gives two-way protection: It has greater heat resistance—also makes cooler-running tires. That's why racing tires are made with nylon.

means extra change-over business

with complete confidence in his tires.

It pays to suggest nylon cord tires. It's a piece of change-over business that will not only influence sales, but mean more satisfied customers. That's good business in any book.

Du Pont produces nylon fiber. Tire manufacturers make nylon cord tires.

DU PONT

REG. U.S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING . . . *THROUGH CHEMISTRY*

TIRES ARE MADE WITH NYLON CORD

Percentage of GVW Truck Market by Makes — 1956

Make	5,000 lbs. or less	5,001-10,000	10,001-14,000	14,001-16,000	16,001-19,500	19,501-26,000	26,001 and over
Brockway	.....	.....	.....	.....	.24	.30	1.61
Chevrolet	48.71	51.10	31.62	42.54	9.70	.....	.....
Diamond T	.....	.....	.....	.07	.71	2.71	2.84
Divco	.....	1.61	2.21	.....	.....	.....	.....
Dodge	5.61	11.46	7.34	5.61	7.73	4.93	1.46
Ford	31.49	27.42	35.65	38.12	21.49	21.33	9.19
F.W.D.	.....	.....	.....	.02	.05	.40	.41
GMC	7.07	7.54	8.45	7.69	20.92	24.87	11.05
International	5.08	15.42	12.22	5.29	27.34	28.44	27.11
Kenworth	.....	.....	.....	.....	.....	.....	1.98
Mack	.....	.....	.....	.....	.97	4.02	17.41
Peterbilt	.....	.....	.....	.....	.....	.....	.96
Reo	.....	.....	.....	.15	.92	1.79	2.89
Studebaker	1.62	.96	.80	.80	.....	.....	.....
White	.....	.....	.....	.....	.72	2.04	21.71
Willys Jeep	2.24	.....	.....	.....	.....	.....	.....
Willys Trucks	1.04	4.46	.....	.....	.....	.....	.....
Miscellaneous (domestic)	.....	.....	.02	.....	.02	.20	1.08
Miscellaneous (foreign)	1.24	.....	.....	.....	.....	.....	.....
Total	100.00	100.00	100.00	100.00	100.00	100.00	100.00

—Compiled from R. L. Polk & Co. data.

85% of Motor Vehicles Shipped From Factories by Highway

Year	HIGHWAY Number	HIGHWAY Percent	RAILROAD Number	RAILROAD Percent	BOAT Number	BOAT Percent	Total Motor Vehicles Shipped
1921	372,764	23.0	1,221,045	75.6	22,310	1.4	1,616,119
1922	751,347	29.5	1,734,609	68.2	58,220	2.3	2,544,176
1923	1,142,315	28.3	2,810,110	69.7	81,587	2.0	4,034,012
1924	894,825	24.8	2,652,216	73.6	55,499	1.6	3,602,540
1925	1,120,780	26.3	3,041,892	71.3	103,158	2.4	4,265,830
1926	1,066,819	24.8	3,123,345	72.6	110,770	2.6	4,300,934
1927	738,839	21.7	2,538,118	74.6	124,369	3.7	3,401,326
1928	1,222,992	28.1	2,956,594	67.8	179,173	4.1	4,358,759
1929	1,958,738	36.7	3,178,773	59.6	199,576	3.7	5,337,087
1930	1,412,450	42.0	1,850,956	55.0	99,414	3.0	3,362,820
1931	1,050,545	44.1	1,244,272	52.3	85,609	3.6	2,380,426
1932	706,977	53.1	573,780	43.1	51,103	3.8	1,331,860
1933	930,303	49.2	833,256	44.1	126,258	6.7	1,889,817
1934	1,209,291	44.2	1,373,239	50.2	154,540	5.6	2,737,070
1935	1,899,974	47.8	1,798,809	45.3	272,458	6.9	3,971,241
1936	2,237,432	50.1	1,912,594	42.9	311,436	7.0	4,461,462
1937	2,452,300	50.9	2,027,146	42.1	340,773	7.1	4,820,219
1938	1,330,334	53.0	1,026,441	40.9	151,632	6.1	2,508,407
1939	1,996,629	55.6	1,383,711	38.6	208,549	5.8	3,588,889
1940	2,618,484	58.6	1,579,371	35.3	274,431	6.1	4,472,286
1941	2,756,974	57.0	1,795,825	37.1	287,703	5.9	4,840,502
1942-1945	War years not available.						
1946	1,661,637	53.8	1,258,264	40.7	169,664	5.5	3,089,565
1947	2,822,773	58.8	1,688,660	35.2	286,188	6.0	4,797,621
1948	3,289,641	62.2	1,664,088	31.5	331,815	6.3	5,285,544
1949	4,167,269	66.6	1,596,109	25.5	490,273	7.9	6,253,651
1950	5,776,706	72.2	1,640,994	20.5	585,356	7.3	8,003,056
1951	4,966,709	73.4	1,329,838	19.7	468,716	6.9	6,765,263
1952	4,321,273	78.0	840,262	15.2	377,424	6.8	5,538,959
1953	5,712,360	78.0	1,114,479	15.2	496,375	6.8	7,323,214
1954	5,314,842	80.5	916,185	13.9	370,044	5.6	6,601,071
1955	7,549,944	82.4	1,140,372	12.4	478,911	5.2	9,169,292
1956	5,859,768	84.7	760,019	11.0	300,805	4.3	6,920,590

SOURCE: Automobile Manufacturers Association.

What They're Selling

EDITOR'S NOTE: *Here is a list of models and body styles available for 1956:*

	2-door Hardtops	4-door Hardtops	2-door Sedans, Coupes	4-door Sedans	Conv.	Station Wagons	Total Models
GENERAL MOTORS							
Chevrolet	2	2	5	3	1	6	19
Pontiac	3	3	1	3	1	4	15
Oldsmobile	3	3	2	3	2	0	13
Buick	4	4	1	3	4	2	18
Cadillac	3	1	0	4	2	0	10
FORD							
Ford	2	1	4	3	1	6	17
Mercury	3	0	2	4	1	3	13
Lincoln	2	0	0	2	1	0	5
CHRYSLER CORP.							
Plymouth	2	1	4	3	1	4	15
Dodge	3	3	2	4	2	7	21
DeSoto	3	3	0	2	2	1	11
Chrysler	4	2	0	2	2	2	12
Imperial	1	1	0	3	0	0	5
STUDEBAKER-PACKARD							
Studebaker	2	0	7	4	0	3	16
Clipper	2	0	0	3	0	0	5
Packard	2	0	0	1	1	0	4
AMERICAN MOTORS							
Nash	1	0	0	4	0	0	5
Hudson	2	0	0	4	0	0	6
Rambler	0	1	0	3	0	3	7
TOTALS	44	25	28	58	21	41	217

1956 Truck Registrations by Weight Class

Make	5,000 lbs. or less	5,001-10,000	10,001-14,000	14,001 16,000	16,001 19,500	19,501 26000	26,000 or over	Total 1955	Total 1956
Brockway	.....	.....	.....	.....	118	130	636	884	1,144
Chevrolet	178,100	47,964	11,348	60,021	4,712	.....	.....	302,145	329,791
Diamond T	.....	.....	.....	103	344	1,169	2,421	4,037	3,697
Divco	.....	2,321	791	.....	.....	.....	.....	3,112	3,298
Dodge	22,872	17,633	2,634	7,968	3,755	2,125	664	57,651	66,208
Ford	129,137	42,229	12,788	54,186	10,389	9,210	5,814	263,753	295,900
F.W.D.	.....	.....	.....	21	26	171	263	481	315
G.M.C.	28,813	11,612	3,033	10,928	10,158	10,738	6,984	82,266	84,877
International	20,696	23,830	4,957	7,514	18,129	15,733	17,155	108,014	100,441
Kenworth	.....	.....	.....	.....	.....	.....	1,239	1,239	1,182
Mack	.....	.....	.....	.....	177	1,869	11,144	13,190	10,932
Peterbilt	.....	.....	.....	.....	.....	.....	609	609	424
Reo	.....	.....	.....	211	393	735	1,635	2,974	3,121
Studebaker	5,771	1,476	319	1,142	.....	.....	.....	8,708	10,817
White	.....	.....	.....	.....	350	1,053	13,734	15,137	14,372
Willys Jeep	9,131	.....	.....	.....	.....	.....	.....	9,131	10,441
Willys Truck	7,490	6,867	.....	.....	.....	.....	.....	14,357	16,811
Domestic Misc.	3	.....	4	.....	4	239	968	1,218	1,003
Domestic Total	402,013	153,932	35,874	142,094	48,555	43,172	63,266	888,906	954,774
Foreign Misc.	5,460	.....	.....	.....	.....	.....	.....	5,460	2,227
GRAND TOTAL	407,473	153,932	35,874	142,094	48,555	43,172	63,266	894,366	957,001

—Compiled by R. L. Polk & Co.

Truck Registrations by GVW Class

('52-'53-'54-'55-'56)

GVW Class	Pct. Share of 1952 Market	Pct. Share of 1953 Market	Pct. Share of 1954 Market	Pct. Share of 1955 Market	Pct. Share of 1956 Market	Mkt. Change in Pct. Pts., '55-'56	Mkt. Change in Pct. Pts., '52-'56
5,000 lbs. or less	43.18	49.53	48.37	48.02	45.56	—2.46	+2.38
5,001 - 10,000	19.33	18.57	18.34	17.52	17.21	— .31	—2.12
10,001 - 14,000	6.41	4.89	4.33	3.76	4.01	+ .25	—2.40
14,001 - 16,000	19.73	16.20	18.10	17.35	15.89	—1.46	—3.84
16,001 - 19,500	4.07	3.96	3.87	4.90	5.43	+ .53	+1.36
19,501 - 26,000	4.44	3.90	3.49	3.41	4.83	+1.42	+ .39
26,001 and over	2.84	2.95	3.50	5.04	7.07	+2.03	+4.23
Total	100.00	100.00	100.00	100.00	100.00		

—Compiled by R. L. Polk & Co. data

State Size and Weight Restrictions

February, 1957

State	Height	Length (B) Single Unit	Length (B) Tractor Semi-Trailer	Length (B) Other Combinations	Maximum Axle Load in Pounds	Tandem Axles 4' Apart	Maximum* Gross Weight in Pounds: Tractor Semi-Trailer Single Axle	Tandem	Combinations
Alabama	12'6" A	35	50 T-5	N. P.	18,000 S	36,000	45,000	63,890	N. P.
Arizona	13'6"	40	65	65	18,000	32,000	45,000	68,000***	76,800
Arkansas	13,6"	35	50 T-5	50	18,000	32,000	45,000	56,000***P	56,000 P
California	13'6"	35 V	60 T	60 U	18,000	32,000	45,000	68,000***	76,800
Colorado	12'6"	35 V	60 T-5	60	18,000	36,000	45,000	67,200***	75,200
Connecticut	12'6"	45	45	N. P.	22,400	36,000	50,000	60,000	N. P.
Delaware	12'6" A	35	50	60	20,000 S-1	36,000	49,000	60,000	60,000
Dist. of Col.	12'6"	35	50 T-5	50	22,000	38,000	53,000	63,890	65,400
Florida	12'6" A	40 V	50 T-5	50 U-1	20,000	40,000	49,000	64,650	64,650
Georgia	13'6"	39.55	48	48	20,340	40,680	63,280 D	63,280 D	63,280 D
Idaho	14'	35	60 T-5	65	18,000 S-3	32,000	45,000	68,000***	76,800
Illinois	13'6"	42 T-1	50	50	18,000 S-3	32,000 AA	45,000	59,000 AA	72,000 AA
Indiana	13'6"	36	50 T-5	50	18,000 S-3	32,000	45,000	72,000***	72,000
Iowa	12'6" A	35 V	50 T-5	N. P.	18,000 M-3	32,000 M-3	45,000 M-3	65,478 M-3	N.P.
Kansas	12'6" A	35 V	50	50	18,000	32,000	45,000	63,890***	63,890
Kentucky	12'6"	35	48 T-5	N.P.	18,000 S-M-4	32,000	59,640 S-F	59,640 S-F	N. P.
Louisiana	12'6" A	35 V	50 T-5	60	18,000 S-6	32,000	36,000 P	63,000***P	68,000***P
Maine	12'6" H	45 H-1	45 H-1	45 H-1	22,000 S	32,000	50,000	50,000	50,000
Maryland	12'6" A	55	55 T-5	55	22,400	40,000 I	53,800	65,000	65,000
Massachusetts	N. R.	35	45	N. P. U-2	22,400 S-3	36,000	60,000	60,000	N. P.
Michigan	12'6" A	35 A-3	55	55	18,000 S-1	26,000 J	45,000	67,000***D	111,000 D
Minnesota	12'6" A	40	45	45	18,000	28,000	45,000	65,000***	66,500
Mississippi	12'6" A	35 V	45	45 U-1	18,000 S-4	32,000 D	45,000	55,980 D	55,980 D
Missouri	12'6"	35	45	45	18,000 S	32,000	45,000	60,010	60,010
Montana	13'6"	35	60 T-5	60	18,000	32,000	45,000	76,000***	76,000
Nebraska	12'6" A	35 V	50	50 U	18,000	33,600	45,000	63,890***	64,650
Nevada	N. R.	N. R.	N. R.	N. R.	18,000 S	32,000	45,000	68,000***	76,800
New Hampshire	13,6"	35	45	45	22,400	36,000	53,800	66,400	66,400
New Jersey	13'6"	35	45	50	22,400 S-3	32,000	53,800	60,000	60,000
New Mexico	13'6"	40	65 T-5	65	21,600 S	34,320	52,300	75,600***	86,400
New York	13'	35	50 T-5	50 U	22,400 S-3	36,000	53,800	65,000	65,000
North Carolina	12'6" A	35 V	48	48	18,000 M-2S	36,000	46,200	58,800	58,800
North Dakota	12'6"	35 V	50	50	18,000 S-2	30,000	45,000	63,000	63,000
Ohio	12'6" A	35 V	50 T	60	19,000 S-5	24,000 W	47,000	72,000***W	78,000 W
Oklahoma	13'6"	35	50 T-5	50	18,000 S-5	32,000	45,000	60,000***	60,000
Oregon	13'6"	35	50	50 C	18,000 S-2	32,000	45,000	73,000***L	76,000
Pennsylvania	12'6" A	35	50 A-2	50	22,400 S-3	36,000	50,000	60,000	62,000
Rhode Island	12'6"	40	50	50	22,400 S-3	44,800	50,000	60,000 Z	88,000 E
South Carolina	12'6"	40 V	50	50	20,000	32,000	49,000 M-1	63,890 M-1	68,350 M-1
South Dakota	13'	35	50	50	18,000 S	32,000	45,000	64,650***	64,650
Tennessee	12'6"	35	45	45	18,000	32,000	45,000	55,980 M-1	55,980
Texas	13'6"	35	50 T-5	50	18,000 S-5	32,000 R	45,000	58,420	58,420
Utah	14'	45	60	60	18,000	33,000	45,000	71,400***	79,900
Vermont	12'6"	50	50 T-5	50	N.S.-S.	N.S.-S.	50,000	60,000	60,000
Virginia	12'6" A	35	50 T-5	50	18,000	32,000	45,000	56,800	56,800
Washington	13'6"	35	60 T	60	18,000 S-6	32,000	45,000	67,500***	72,000
West Virginia	12'6" A	35	45	45	18,000 M-4	32,000 M-4	45,000 M-4	63,840 M	73,280 L-1
Wisconsin	12'6" A	35	50	50	19,500 S-3X	32,000 X	48,000 X	68,000***X	68,000 X
Wyoming	13'6"	40	60 T-5	60	18,000	36,000	45,000	68,000***	73,950

FOOTNOTES:

*—Maximum Practical Gross.
**—Computation based on 6' overhang.
***—3-axle tractor with tandem axle semitrailer.
A—Auto transporters allowed 13½'; A-1: 13'; A-2: 37½" length allowed Auto Transporter Trailer; A-3: 40' length allowed Auto Transporter Trailer.
B—Semi-Trailer length controlled by single unit length except where footnote appears.
C—State Highway Department may permit 60'.
D—On designated highways.
E—3-axle truck with 3-axle trailer.
F—No tolerance allowed.
H—Height subject to 1'6" tolerance; H-1—1% tolerance for length allowed.
I—36,000 lb. if axles spaced less than 48" apart.
J—On designated highways one tandem per combination permitted 32,000 lb.
L—Permit required for gross weight over 60,000 lbs.; L-1—Permit required over 63,840 lbs.
M—Includes 5% overload tolerance.
M-1—Plus 10% tolerance.
M-2—1000 pounds tolerance on 1 axle; M-3—Plus 3% tolerance; M-4—Plus 5% tolerance.
N. P.—Not Permitted.
N. R.—No Restriction.
N. S.—Not Specified.
P—Plus weight on front axle.
R—36,000 lb. if axles do not have common point of suspension.
S—Subject to 600 lb. per inch tire requirements; S-1: 700 lb.; S-2: 550 lb.; S-3: 800 lb.; S-4 on tire 9:75 and larger; S-5: 650 lb.; S-6: 450 lb.
T—Semi-Trailer limited to 40'; T-1 Semi-Trailer limited to 42'; T-2—35'; T-5—not restricted.
U—Full Trailers limited to 35'; U-1: 35' unless 3 axle, then 40'; U-2: 33'.
V—Vehicles over 35' must have 3 axles.
W—31,500 with tandem axles spaced more than 4' apart.
X—Includes 1,500 lb. tolerance single axle; tandem, 2,000 lb.
Y—With permit.
Z—Not less than 10:00 x 20 tires; not less than 25' between extreme axles.
AA—Double tandems 30,000 lbs. each, 68,000 lbs. total.

Source: Truck-Trailer Manufacturers Association, Inc.

PONTIAC

IS GRAND NATIONAL CHAMP!

Wins NASCAR Grand National Championship Race Against All Cars Regardless of Size, Power or Price—Setting New Track Record in Biggest Stock Car Event of Year Following Clean Sweep of its Class in Flying Mile and Acceleration Runs.

Remember, this was a strictly production model Chieftain Pontiac powered by the spectacular 317 h.p. Strato-Streak engine—and introducing Pontiac's revolutionary Tri-Power Carburetion, a great new advance, optional at extra cost on any Pontiac model. This amazing carburetion system literally provides 2 engines for the price of 1 . . . tame or terrific at a touch of the toe! For normal driving, the engine operates on a standard two-jet carburetor (the same type that won the economy tests last year). A little extra pressure automatically cuts in four more carburetor jets for instant response when the call is for power. With prices on America's No. One Road Car starting below 30 models of the low-price three, Pontiac dealers have the number one sales story in the industry.

NOW IT'S OFFICIAL

Pontiac is America's Number 1 Road Car!

NUMBER 1 IN PERFORMANCE!
NUMBER 1 IN ROADABILITY!
NUMBER 1 IN HANDLING!
NUMBER 1 IN SAFETY!

PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORPORATION

AMERICA'S NUMBER ① VALUE • SOLD BY AMERICA'S NUMBER ① DEALERS!

New Car and Truck Registrations . . .

Percentage of Year's Total Sales for Each Month, 1948-1956

New Passenger Car Registrations in U. S.

	1956 Registrations	% of Total	1955 Registrations	% of Total	1954 Registrations	% of Total	1953 Registrations	% of Total	1952 Registrations	% of Total	1951 Registrations	% of Total	1950 Registrations	% of Total	1949 Registrations	% of Total	1948 Registrations	% of Total	9 Yr. Average	Av. % Over 9 Yrs.
January	431,648	7.25	440,024	6.14	340,698	6.15	386,221	6.73	301,379	7.25	472,766	9.34	381,562	6.03	273,161	5.65	274,978	7.88	366,937	6.94
February	447,542	7.52	476,254	6.64	369,592	6.68	396,558	6.91	295,459	7.10	430,797	8.51	408,990	6.46	258,218	5.34	249,781	7.16	370,355	6.92
March	545,234	9.16	636,457	8.88	480,731	8.68	486,368	8.47	322,857	7.76	512,599	10.13	495,885	7.84	360,584	7.45	311,650	8.93	461,374	8.59
April	564,272	9.48	627,636	8.75	508,102	9.18	528,110	9.20	374,288	9.00	467,313	9.23	471,215	7.45	390,932	8.08	330,555	9.45	473,603	8.87
May	560,014	9.40	660,161	9.21	520,958	9.41	540,575	9.42	422,217	10.15	470,446	9.30	488,363	7.72	446,251	9.22	255,638	7.32	484,958	9.02
June	539,777	9.06	679,097	9.47	596,719	10.78	542,193	9.45	423,655	10.19	454,665	8.98	583,922	9.23	432,470	8.94	246,926	7.08	499,936	9.24
July	534,997	8.98	645,391	9.00	474,316	8.57	533,783	9.30	340,454	8.19	406,333	8.03	609,926	9.64	448,477	9.27	291,206	8.34	476,098	8.81
August	568,320	9.54	652,300	9.10	440,312	7.95	502,430	8.75	215,668	5.19	424,422	8.39	683,995	10.81	478,556	9.89	317,788	9.10	475,977	8.75
September	421,021	7.07	651,808	9.09	407,844	7.37	453,806	7.91	318,870	7.67	406,217	8.03	625,755	9.89	459,647	9.50	296,339	8.49	449,034	8.34
October	424,414	7.13	572,640	7.99	389,352	7.04	504,697	8.80	383,385	9.22	373,162	7.37	580,373	9.17	465,765	9.63	291,442	8.35	442,803	8.30
November	403,948	6.78	503,286	7.02	378,513	6.84	450,311	7.85	360,256	8.66	332,099	6.56	444,193	7.02	409,702	8.47	313,230	8.97	399,504	7.57
December	514,061	8.63	624,854	8.71	628,327	11.35	413,937	7.21	399,906	9.62	310,084	6.13	552,259	8.74	414,579	8.56	311,419	8.92	463,270	8.65
Total	5,955,248	100%	7,169,908	100%	5,535,464	100%	5,738,989	100%	4,158,394	100%	5,060,903	100%	6,326,438	100%	4,838,342	100%	3,490,952	100%	5,363,849	100%

New Truck Registrations in U. S.

	1956 Registrations	% of Total	1955 Registrations	% of Total	1954 Registrations	% of Total	1953 Registrations	% of Total	1952 Registrations	% of Total	1951 Registrations	% of Total	1950 Registrations	% of Total	1949 Registrations	% of Total	1948 Registrations	% of Total	9 Yr. Average	Av. % Over 9 Yrs.
January	66,141	7.40	62,231	6.50	60,694	7.32	72,514	7.79	59,661	7.35	88,058	8.77	67,925	5.95	66,423	6.90	69,486	6.72	68,126	7.18
February	65,478	7.32	56,204	5.87	60,843	7.34	68,616	7.37	59,285	7.30	78,581	7.83	71,698	6.28	67,537	7.02	74,326	7.18	66,952	7.06
March	77,220	8.63	64,516	6.74	72,583	8.75	79,637	8.56	63,364	7.80	86,287	8.60	96,266	8.43	87,165	9.06	94,806	9.16	80,205	8.41
April	82,670	9.24	79,076	8.26	75,332	9.09	91,127	9.80	73,461	9.05	84,961	8.46	92,241	8.06	78,857	8.20	108,168	10.44	85,099	8.96
May	84,997	9.50	82,081	8.58	78,197	9.43	86,346	9.28	71,690	8.83	90,627	9.03	90,786	7.95	86,375	8.98	100,614	9.72	85,746	9.04
June	78,501	8.78	90,005	9.41	85,870	10.36	77,199	8.30	71,471	8.80	87,461	8.71	91,512	8.01	79,069	8.22	87,117	8.42	83,134	8.78
July	78,404	8.77	84,443	8.82	65,164	7.86	76,161	8.19	72,134	8.88	84,021	8.37	117,040	10.25	76,866	7.99	94,036	9.08	83,141	8.69
August	79,831	8.93	92,019	9.62	64,001	7.72	76,642	8.24	57,786	7.12	87,646	8.73	126,533	11.08	85,539	8.89	91,923	8.88	84,658	8.80
September	72,420	8.10	89,891	9.39	66,174	7.98	78,319	8.42	65,381	8.05	84,814	8.45	113,784	9.97	89,251	9.28	85,108	8.22	82,794	8.65
October	76,052	8.50	87,262	9.12	69,221	8.35	82,625	8.88	77,486	9.54	92,281	9.19	101,169	8.84	86,375	8.98	84,284	8.14	84,084	8.84
November	66,983	7.49	75,540	7.89	64,123	7.73	72,467	7.79	70,431	8.67	76,517	7.62	84,167	7.37	79,699	8.29	75,024	7.25	73,883	7.79
December	65,669	7.34	93,733	9.80	66,899	8.07	68,659	7.38	69,949	8.61	62,596	6.24	89,186	7.81	78,805	8.19	70,282	6.79	73,975	7.80
Total	894,366	100%	957,001	100%	829,101	100%	930,312	100%	812,099	100%	1,003,850	100%	1,142,307	100%	961,961	100%	1,035,174	100%	951,797	100%

Combined Car and Truck Registrations in U. S.

	1956 Registrations	% of Total	1955 Registrations	% of Total	1954 Registrations	% of Total	1953 Registrations	% of Total	1952 Registrations	% of Total	1951 Registrations	% of Total	1950 Registrations	% of Total	1949 Registrations	% of Total	1948 Registrations	% of Total	9 Yr. Average	Av. % Over 9 Yrs.
January	497,789	7.27	502,255	6.18	401,392	6.31	458,735	6.88	361,040	7.26	560,824	9.25	449,487	6.02	339,584	5.85	344,464	7.62	435,063	6.96
February	513,020	7.49	532,458	6.55	430,435	6.76	465,174	6.97	354,744	7.14	509,378	8.40	480,688	6.44	325,755	5.62	324,107	7.16	437,306	6.95
March	622,454	9.09	700,973	8.63	553,314	8.69	566,005	8.49	386,221	7.77	598,886	9.87	592,151	7.93	447,749	7.72	406,456	8.98	541,579	8.57
April	646,942	9.44	706,712	8.70	583,434	9.17	619,237	9.28	447,749	9.01	552,274	9.11	563,456	7.54	469,789	8.10	438,723	9.69	558,702	8.89
May	645,011	9.42	742,242	9.13	599,155	9.41	626,921	9.40	493,907	9.94	561,073	9.25	579,149	7.75	532,626	9.18	356,252	7.87	570,704	9.04
June	618,278	9.03	769,102	9.46	682,589	10.72	619,392	9.29	495,126	9.96	542,126	8.94	675,434	9.04	511,539	8.82	334,043	7.38	583,070	9.18
July	613,401	8.95	729,834	8.98	539,480	8.48	609,944	9.14	412,588	8.30	490,354	8.09	726,966	9.73	525,343	9.06	385,242	8.51	559,239	8.81
August	648,151	9.46	744,319	9.16	504,313	7.92	579,072	8.68	273,454	5.50	512,068	8.44	810,528	10.85	564,095	9.73	409,711	9.05	560,634	8.75
September	493,441	7.20	741,699	9.13	474,018	7.45	532,125	7.98	384,251	7.73	491,031	8.10	739,539	9.90	548,898	9.46	381,447	8.43	531,828	8.38
October	500,466	7.31	659,902	8.12	458,573	7.21	587,322	8.81	460,871	9.27	465,443	7.67	681,542	9.12	552,140	9.52	375,726	8.30	526,887	8.37
November	470,931	6.88	578,826	7.12	442,636	6.96	522,778	7.84	430,687	8.66	408,616	6.74	528,360	7.09	489,401	8.44	388,254	8.58	473,388	7.59
December	579,730	8.46	718,587	8.84	695,226	10.92	482,596	7.24	469,855	9.46	372,680	6.14	641,445	8.59	493,384	8.50	381,701	8.43	537,245	8.51
Total	6,849,614	100%	8,126,909	100%	6,364,565	100%	6,669,301	100%	4,970,493	100%	6,064,753	100%	7,468,745	100%	5,800,303	100%	4,526,126	100%	6,315,645	100%

New Commercial Car Registrations, 1947-1956, Showing Percentage Of Each State to Total Registration

STATES	1956 Registrations	1956 % of Total	1955 Registrations	% of Total	1954 Registrations	% of Total	1953 Registrations	% of Total	1952 Registrations	% of Total	1951 Registrations	% of Total	1950 Registrations	% of Total	1949 Registrations	% of Total	1948 Registrations	% of Total	1947 Registrations	% of Total	1956 10-Year Average	Av. % over 10 Yrs.
Alabama	18,006	2.01	21,652	2.26	17,247	2.08	19,653	2.11	17,721	2.18	23,294	2.32	25,187	2.20	21,674	2.25	22,309	2.16	17,615	2.00	20,436	2.16
Arizona	8,272	.93	8,916	.93	7,324	.88	7,160	.77	6,611	0.81	7,079	.71	6,980	.61	5,744	.60	6,042	.58	4,811	.55	6,894	.74
Arkansas	15,805	1.77	16,669	1.74	16,102	1.94	18,357	1.97	16,890	2.08	20,617	2.05	24,086	2.11	21,969	2.28	18,289	1.86	14,563	1.66	18,335	1.95
California	92,374	10.33	88,376	9.23	63,966	7.72	69,345	7.45	58,661	7.22	63,284	6.30	66,685	5.84	55,036	5.72	64,009	6.18	58,653	6.67	68,039	7.27
Colorado	11,165	1.25	12,759	1.33	10,342	1.25	11,180	1.20	10,892	1.34	12,669	1.26	15,101	1.32	12,569	1.30	12,285	1.19	9,490	1.08	11,845	1.25
Connecticut	9,458	1.06	9,071	.95	7,487	.90	8,214	.88	7,324	0.90	8,229	.82	9,199	.81	7,212	.75	9,903	.96	8,665	.99	8,476	.98
Delaware	2,696	.30	3,449	.36	2,527	.30	2,734	.29	2,383	0.29	2,748	.27	3,076	.27	2,867	.30	3,238	.31	2,733	.31	2,845	.30
Florida	27,210	3.04	28,160	2.94	22,072	2.66	23,340	2.51	19,980	2.46	22,499	2.24	24,686	2.16	19,769	2.06	19,557	1.88	18,383	2.09	22,566	2.40
Georgia	25,233	2.82	26,879	2.81	24,601	2.98	23,441	2.52	21,464	2.64	29,549	2.94	33,464	2.93	27,354	2.84	28,207	2.73	20,499	2.33	26,069	2.75
Idaho	6,260	.70	6,849	.72	5,976	.72	7,607	.82	6,612	0.81	8,036	.80	8,387	.73	8,091	.84	8,258	.80	6,110	.70	7,219	.76
Illinois	37,191	4.16	39,786	4.16	37,376	4.51	43,436	4.67	34,479	4.25	45,205	4.50	50,681	4.44	51,130	5.32	52,646	5.09	45,457	5.17	43,739	4.63
Indiana	25,421	2.84	28,976	3.03	24,212	2.92	29,108	3.13	21,374	2.63	29,736	2.96	32,453	2.84	26,062	2.71	27,196	2.63	25,755	2.93	27,029	2.86
Iowa	13,603	1.52	16,770	1.75	18,308	2.21	20,190	2.17	15,914	1.96	22,231	2.21	27,722	2.43	25,823	2.68	26,358	2.54	20,835	2.37	20,775	2.18
Kansas	13,534	1.51	16,616	1.74	16,371	1.97	18,277	1.96	18,108	2.23	19,522	1.94	21,599	1.89	22,234	2.31	22,246	2.15	16,957	1.93	18,546	1.96
Kentucky	15,131	1.69	16,297	1.70	15,658	1.89	18,525	1.99	15,634	1.93	18,897	1.88	24,307	2.13	21,116	2.20	22,170	2.14	17,193	1.96	18,493	1.95
Louisiana	20,161	2.25	21,781	2.28	18,539	2.24	19,795	2.13	15,714	1.93	19,467	1.94	20,573	1.80	18,684	1.94	16,061	1.54	12,653	1.44	18,343	1.95
Maine	6,045	.68	6,198	.65	5,023	.61	5,559	.60	5,216	0.64	5,624	.56	7,030	.62	6,032	.63	7,497	.72	7,683	.87	6,191	.66
Maryland	11,293	1.26	11,267	1.18	9,881	1.19	11,199	1.20	9,586	1.18	11,187	1.11	12,547	1.10	9,954	1.03	13,267	1.28	12,412	1.40	11,259	1.19
Massachusetts	16,869	1.89	13,879	1.45	12,530	1.52	12,291	1.32	12,974	1.60	14,697	1.46	18,279	1.60	12,698	1.32	17,878	1.73	17,695	2.01	14,979	1.59
Michigan	34,987	3.91	41,034	4.29	34,776	4.19	40,795	4.39	33,711	4.15	40,938	4.08	47,241	4.14	35,257	3.67	39,568	3.81	33,553	3.82	38,186	4.05
Minnesota	16,579	1.85	17,526	1.83	17,223	2.08	19,054	2.05	16,404	2.02	20,044	2.00	26,554	2.32	22,555	2.34	23,996	2.31	17,108	1.95	19,704	2.08
Mississippi	16,504	1.85	19,385	2.03	18,180	2.19	18,374	1.98	16,054	1.98	20,524	2.04	21,424	1.88	18,663	1.94	18,093	1.75	15,264	1.74	18,246	1.94
Missouri	22,910	2.56	25,674	2.68	23,498	2.83	29,067	3.13	22,582	2.78	33,461	3.33	38,586	3.37	31,915	3.32	31,611	3.04	27,631	3.14	28,694	3.02
Montana	7,332	.82	8,478	.89	7,201	.87	8,001	.86	7,664	0.94	8,866	.88	10,102	.88	9,714	1.01	10,453	1.01	8,243	.94	8,605	.91
Nebraska	8,317	.93	11,707	1.22	11,571	1.40	13,123	1.41	13,115	1.62	16,922	1.69	18,130	1.59	17,030	1.77	16,664	1.61	12,082	1.37	13,866	1.46
Nevada	3,111	.35	2,634	.27	2,161	.26	2,130	.23	1,841	0.23	1,874	.19	1,781	.16	1,788	.19	1,654	.16	1,373	.16	2,035	.22
New Hampshire	3,798	.42	3,282	.34	2,899	.35	2,924	.31	2,711	0.33	3,249	.32	3,714	.33	3,147	.33	3,838	.37	3,749	.43	3,331	.35
New Jersey	22,464	2.51	22,826	2.38	21,047	2.54	23,500	2.53	18,783	2.31	24,870	2.48	27,549	2.42	23,158	2.41	25,219	2.44	22,604	2.57	23,202	2.46
New Mexico	8,480	.95	8,597	.90	7,059	.85	6,428	.69	5,885	0.72	6,501	.65	8,797	.77	7,446	.77	6,082	.58	4,952	.56	7,023	.74
New York	49,602	5.55	50,720	5.30	41,352	4.99	47,704	5.13	41,788	5.15	49,840	4.96	57,800	5.06	47,784	4.97	62,446	6.03	56,259	6.40	50,530	5.35
North Carolina	23,118	2.59	25,181	2.63	22,130	2.67	26,685	2.87	23,696	2.92	29,093	2.90	31,904	2.79	27,551	2.86	28,054	2.70	24,445	2.78	26,186	2.77
North Dakota	4,818	.54	5,021	.52	5,221	.63	6,128	.66	5,932	0.73	7,252	.72	7,632	.67	9,690	1.01	8,283	.80	6,151	.70	6,613	.70
Ohio	38,921	4.35	42,315	4.42	35,057	4.32	42,510	4.57	36,090	4.44	45,467	4.53	52,741	4.62	39,886	4.15	47,755	4.61	45,336	5.16	42,688	4.52
Oklahoma	17,266	1.93	20,205	2.11	18,656	2.25	22,257	2.39	18,750	2.31	22,270	2.22	27,332	2.39	23,677	2.46	22,544	2.18	18,392	2.08	21,135	2.24
Oregon	15,369	1.72	15,859	1.66	11,941	1.44	13,415	1.44	12,712	1.57	14,636	1.46	15,223	1.33	12,865	1.34	15,560	1.50	12,184	1.39	13,976	1.49
Pennsylvania	43,689	4.88	45,452	4.75	38,654	4.66	47,965	5.16	40,949	5.04	53,383	5.33	61,473	5.38	46,306	4.81	60,271	5.82	52,586	5.98	49,073	5.18
Rhode Island	3,103	.35	3,155	.33	2,444	.29	2,662	.29	2,384	0.29	2,926	.29	3,825	.33	3,479	.36	4,600	.44	3,495	.40	3,207	.34
South Carolina	10,102	1.13	10,113	1.06	9,832	1.19	12,397	1.33	12,151	1.50	14,794	1.47	13,922	1.22	12,148	1.26	12,536	1.21	11,194	1.27	11,919	1.26
South Dakota	4,788	.54	5,131	.54	4,908	.59	5,465	.59	5,485	0.68	6,980	.70	7,522	.66	8,074	.84	7,872	.76	5,549	.63	6,177	.65
Tennessee	17,293	1.93	18,736	1.96	18,258	2.20	20,881	2.24	18,117	2.23	21,854	2.18	33,279	2.91	26,682	2.77	26,756	2.58	23,206	2.64	22,506	2.38
Texas	70,443	7.88	80,756	8.44	72,059	8.69	74,857	8.05	68,793	8.48	88,701	8.84	99,053	8.67	71,650	7.45	67,737	6.54	55,182	6.28	74,922	7.93
Utah	5,295	.59	5,541	.58	4,429	.53	4,748	.51	4,944	0.61	5,743	.58	6,263	.55	5,756	.60	5,968	.58	4,612	.52	5,330	.57
Vermont	3,312	.37	3,030	.32	2,514	.30	2,705	.29	2,527	0.31	2,693	.27	3,001	.26	3,458	.36	4,294	.41	3,946	.45	3,148	.33
Virginia	19,304	2.16	20,272	2.12	17,373	2.10	17,685	1.90	18,315	2.26	22,082	2.20	24,541	2.15	21,648	2.25	23,530	2.27	22,555	2.57	20,730	2.20
Washington	15,398	1.72	15,770	1.65	12,480	1.50	13,718	1.47	11,632	1.43	14,141	1.41	15,201	1.33	14,048	1.46	18,054	1.74	13,780	1.57	14,422	1.53
West Virginia	9,414	1.05	9,936	1.04	7,130	.86	9,724	1.05	7,929	0.98	11,082	1.10	11,522	1.01	10,451	1.09	12,082	1.17	9,019	1.03	9,830	1.04
Wisconsin	16,448	1.84	16,969	1.77	16,329	1.97	18,794	2.02	16,745	2.06	21,185	2.12	25,076	2.19	22,996	2.35	23,398	2.26	19,729	2.23	19,727	2.08
Wyoming	4,048	.45	4,740	.49	4,190	.51	4,477	.48	4,440	0.55	5,069	.50	5,932	.52	4,567	.47	4,853	.47	3,492	.40	4,581	.48
Dist. of Col.	2,426	.27	2,606	.27	2,187	.26	2,728	.29	2,433	0.30	2,870	.29	3,109	.27	2,954	.31	3,987	.39	3,299	.38	2,860	.30
TOTAL	894,366	100%	957,001	100%	829,101	100%	930,312	100%	812,099	100%	1,003,850	100%	1,142,307	100%	961,961	100%	1,035,174	100%	879,132	100%	944,530	100%

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MANUFACTURERS OF FINE AUTOMOTIVE, FURNITURE AND AIRCRAFT POLISHES SINCE 1901

New Passenger Car Sales by Makes in

	NEW ENGLAND						MIDDLE ATLANTIC			SOUTH ATLANTIC STATES									EAST NORTH CENTRAL				
Standing	Maine	New Hampshire	Vermont	Massa-chusetts	Rhode Island	Connecticut	New York	New Jersey	Pennsyl-vania	Delaware	Maryland	District of Columbia	Virginia	West Virginia	South Carolina	North Carolina	Georgia	Florida	Ohio	Illinois	Indiana	Michigan	Wisconsin
1	Chev. 7120	Chev. 4778	Chev. 3624	Ford 36001	Chev. 5445	Chev. 20055	Chev. 110966	Chev. 48804	Chev. 88321	Chev. 5045	Chev. 28765	Chev. 7196	Chev. 31296	Chev. 13768	Chev. 16711	Ford 30321	Chev. 38767	Chev. 49555	Chev. 94854	Chev. 105639	Chev. 48671	Chev. 95204	Chev. 33565
2	Ford 6575	Ford 4257	Ford 3428	Chev. 34640	Ford 5268	Ford 19091	Ford 103676	Ford 47522	Ford 80438	Ford 4540	Ford 22736	Ford 4946	Ford 29308	Ford 12537	Ford 14328	Chev. 29345	Ford 33631	Ford 44615	Ford 89062	Ford 87231	Ford 42548	Ford 81068	Ford 28805
3	Plym. 2500	Plym. 1499	Plym. 1148	Plym. 13882	Plym. 2260	Buick 7471	Plym. 51202	Plym. 22541	Plym. 45831	Plym. 1814	Plym. 10743	Plym. 3361	Plym. 10657	Plym. 5700	Buick 4433	Buick 9042	Buick 9092	Buick 14618	Buick 37402	Buick 37087	Buick 18231	Buick 33787	Buick 13574
4	Buick 2092	Buick 1421	Buick 1124	Buick 13625	Olds. 2130	Plym. 7408	Buick 46768	Buick 20892	Buick 36259	Buick 1585	Buick 8294	Buick 2077	Buick 9785	Buick 4433	Plym. 3804	Plym. 8273	Pont. 7845	Olds. 12170	Plym. 32290	Olds. 31774	Olds. 14967	Olds. 26805	Olds. 10208
5	Pont. 1765	Pont. 1378	Olds. 830	Olds. 15248	Buick 2001	Olds. 7026	Olds. 44622	Olds. 17105	Olds. 27462	Olds. 1275	Olds. 6980	Olds. 1901	Pont. 7942	Pont. 3253	Olds. 3255	Olds. 7292	Olds. 7844	Plym. 10614	Olds. 28986	Plym. 30960	Plym. 14479	Plym. 26620	Plym. 8330
6	Olds. 1551	Olds. 1287	Pont. 828	Pont. 10410	Pont. 1329	Pont. 5932	Pont. 32377	Pont. 12817	Pont. 22701	Pont. 1224	Pont. 6107	Pont. 1807	Olds. 7096	Olds. 3053	Pont. 2824	Pont. 6168	Plym. 7651	Pont. 8695	Pont. 25609	Pont. 25070	Pont. 11527	Pont. 19237	Pont. 7082
7	Merc. 1133	Merc. 930	Dodge 523	Merc. 6209	Merc. 1038	Dodge 4342	Dodge 22630	Dodge 11041	Dodge 19053	Merc. 946	Dodge 4383	Dodge 977	Merc. 5217	Dodge 2648	Merc. 2011	Merc. 4488	Merc. 4871	Merc. 7268	Dodge 19034	Merc. 18698	Merc. 8961	Merc. 15599	Merc. 5670
8	Dodge 1068	Dodge 818	Merc. 508	Dodge 5721	Dodge 782	Merc. 3976	Merc. 21793	Merc. 9464	Merc. 17219	Dodge 756	Merc. 4023	Merc. 975	Dodge 3869	Merc. 2588	Dodge 1434	Dodge 3051	Dodge 3382	Dodge 5647	Merc. 18295	Dodge 12766	Dodge 6847	Dodge 12137	Dodge 5392
9	Nash 633	Nash 482	Nash 364	Nash 4039	Nash 642	Chry. 2295	Cad. 14121	DeSot. 6834	Chry. 9428	Cad. 376	DeSot. 2023	Cad. 756	Chry. 2101	Chry. 1016	Cad. 825	Cad. 1906	Cad. 2023	Cad. 5511	DeSot. 8019	Cad. 10368	Stud. 4650	Cad. 9628	Nash 5013
10	Stud. 537	Stud. 337	Chry. 249	Chry. 3069	Cad. 586	Cad. 2045	Chry. 13955	Chry. 6564	DeSot. 9114	Chry. 280	Chry. 1942	Chry. 545	Cad. 2006	DeSot. 862	DeSot. 585	Chry. 1702	Stud. 1333	Chry. 2513	Cad. 7536	Chry. 7657	Cad. 3853	DeSot. 5948	Cad. 2676
11	DeSot. 475	Chry. 324	Stud. 247	Cad. 2978	Chry. 563	Nash 2007	DeSot. 11896	Cad. 5982	Cad. 7469	DeSot. 236	Cad. 1690	DeSot. 499	DeSot. 1992	Stud. 810	Chry. 567	DeSot. 1472	Chry. 1312	DeSot. 2272	Chry. 7380	Nash 6732	DeSot. 3399	Nash 5032	DeSot. 2381
12	Cad. 441	Cad. 304	Cad. 187	DeSot. 2899	Stud. 384	DeSot. 1563	Nash 7188	Stud. 2703	Nash 5578	Stud. 222	Stud. 1367	Nash 203	Nash 1318	Cad. 673	Stud. 501	Stud. 1277	DeSot. 1020	Nash 1969	Nash 4490	DeSot. 6638	Chry. 3239	Chry. 4706	Chry. 2100
13	Chry. 375	DeSot. 259	DeSot. 166	Stud. 1548	DeSot. 319	Stud. 1320	Stud. 5874	Nash 2499	Stud. 5467	Nash 163	Nash 1022	Linc. 189	Stud. 1300	Nash 657	Nash 327	Nash 936	Nash 927	Linc. 1837	Stud. 4169	Stud. 5677	Nash 2501	Stud. 3032	Stud. 1787
14	Hud. 355	Hud. 256	Hud. 90	Hud. 1379	Hud. 221	Pack. 703	Linc. 4231	Linc. 1935	Pack. 2940	Linc. 138	Pack. 682	Pack. 172	Pack. 595	Pack. 383	Linc. 195	Linc. 477	Linc. 542	Stud. 1712	Linc. 2866	Linc. 3372	Linc. 1322	Linc. 2844	Hud. 1718
15	Linc. 134	Linc. 122	Linc. 60	Linc. 1098	Linc. 174	Hud. 682	Pack. 2877	Pack. 1244	Linc. 2645	Pack. 49	Linc. 513	Stud. 153	Linc. 572	Linc. 286	Hud. 85	Pack. 376	Pack. 339	Hud. 861	Pack. 2029	Hud. 2509	Hud. 983	Hud. 1712	Linc. 969
16	Pack. 124	Pack. 85	Pack. 51	Pack. 869	Pack. 153	Linc. 611	Hud. 2656	Hud. 868	Hud. 2321	Imp. 23	Hud. 311	Hud. 91	Hud. 508	Hud. 265	Pack. 67	Hud. 339	Hud. 155	Pack. 667	Hud. 1704	Pack. 2134	Pack. 945	Pack. 1320	Pack. 814
17	Imp. 23	Imp. 20	Imp. 13	Imp. 246	Imp. 70	Imp. 178	Imp. 1167	Imp. 567	Imp. 694	Hud. 16	Imp. 159	Imp. 68	Imp. 141	Imp. 57	Imp. 39	Imp. 82	Imp. 120	Imp. 494	Imp. 693	Imp. 764	Imp. 290	Imp. 608	Imp. 164
18	Cont. 5	Cont. 7	Cont. 3	Cont. 40	Cont. 12	Cont. 21	Cont. 125	Cont. 72	Cont. 74	Cont. 1	Cont. 16	Cont. 3	Cont. 18	Cont. 7	Cont. 12	Cont. 19	Cont. 19	Cont. 97	Cont. 59	Cont. 106	Cont. 35	Cont. 68	Cont. 15

New Passenger Car Sales by Months in

All adjustments made throughout the year have been incorporated in each month of these final figures. Compiled by Automotive News from R. L. Polk & Co. statistics.

	NEW ENGLAND						MIDDLE ATLANTIC			SOUTH ATLANTIC									EAST NORTH CENTRAL					EAST SOUTH CENTRAL			
MONTH	Connecticut	Maine	Massachusetts	New Hampshire	Rhode Island	Vermont	New Jersey	New York	Pennsylvania	Delaware	Dist. of Col.	Florida	Georgia	Maryland	North Carolina	South Carolina	Virginia	West Virginia	Illinois	Indiana	Michigan	Ohio	Wisconsin	Alabama	Kentucky	Mississippi	Tennessee
January	7365	1981	8444	1238	2245	861	17059	15896	26908	1841	2099	16501	6561	8341	8132	5657	9853	3261	36223	16252	28497	28418	5714	6479	4026	3010	7594
February	7463	1216	13798	626	2229	783	17970	17922	34752	1721	1533	12894	6063	8296	8828	5230	9821	3977	33761	10407	31257	31116	9124	7436	6334	5202	6878
March	6237	3109	13936	657	1950	887	13037	48359	41954	1327	3518	12307	6970	10895	10394	5133	9708	4443	38109	16364	33101	40525	13271	8809	5778	4901	11171
April	9122	2754	17150	3494	2595	1522	25784	65914	29577	1909	2750	13490	7804	9966	9219	4501	11417	5095	39821	17519	28209	35040	13474	7797	7196	4240	9353
May	8910	2930	14302	2368	2485	2104	22185	61215	41334	1480	2528	16641	9748	8795	9516	4523	11503	5469	36342	20048	30768	36147	13248	6947	7491	3940	7107
June	8624	2872	16370	2098	2307	1557	20214	57367	35002	1516	2099	13951	7764	9181	8828	4547	10343	6556	33056	19516	29936	34320	12061	6223	7193	3670	7212
July	7618	2596	16424	1706	1961	1279	17298	47324	36839	1596	2364	15752	30419	8530	9180	3960	10441	4958	33970	19119	26060	33111	11368	5784	5755	5671	6522
August	7887	2244	15657	1429	2041	1029	22926	47854	36792	1814	2152	14229	16035	9357	9005	4560	10616	4828	34588	16134	30495	37955	12065	7337	6244	5275	8763
September	5585	2551	10718	1323	1632	998	15727	35713	26496	1891	1479	13096	9380	6502	8100	2885	8172	4142	25452	13617	23408	26773	9285	4531	5304	3802	5601
October	8171	2341	9636	1483	1739	1053	15713	39636	25904	1247	1807	14715	8244	7870	8558	2056	8962	3742	26667	13278	22998	26751	9154	6961	5206	2951	5776
November	6083	1617	9113	1056	1494	811	15451	32104	24510	1071	2201	14201	7435	7364	7262	4230	7925	3202	22620	10681	26365	26520	9444	6009	5063	3872	5626
December	6281	1189	11439	1589	1318	905	19364	41792	26909	1454	1976	17874	5210	7744	10117	5073	8583	3735	37565	15488	37044	30581	13088	10321	7970	5524	9002
TOTAL	89346	27400	156987	19067	23996	13789	222728	511096	386977	18867	26506	175651	121633	102841	107139	52355	117344	53408	398174	188423	348138	387257	131296	84634	73560	52058	90605
PERCENT	1.50	.46	2.64	.32	.40	.23	3.74	8.58	6.50	.32	.44	2.95	2.04	1.73	1.80	.88	1.97	.90	6.69	3.16	5.85	6.50	2.20	1.42	1.24	.87	1.52

States and Geographical Divisions in 1956

	EAST SOUTH CENTRAL				WEST NORTH CENTRAL							WEST SOUTH CENTRAL				MOUNTAIN STATES								PACIFIC STATES		
Standing	Kentucky	Tennessee	Alabama	Mississippi	Minnesota	Iowa	Missouri	North Dakota	South Dakota	Nebraska	Kansas	Arkansas	Louisiana	Oklahoma	Texas	Montana	Idaho	Wyoming	Colorado	New Mexico	Arizona	Utah	Nevada	Washington	Oregon	California
1	Chev. 23589	Chev. 27677	Chev. 28812	Chev. 16401	Chev. 31113	Chev. 24016	Chev. 44579	Chev. 5402	Chev. 5713	Chev. 12498	Chev. 23196	Chev. 13641	Chev. 28128	Chev. 22589	Chev. 110864	Chev. 6217	Chev. 5003	Chev. 3581	Chev. 14477	Chev. 7675	Chev. 8842	Chev. 6034	Ford 2517	Chev. 18897	Chev. 17962	Chev. 134061
2	Ford 17963	Ford 23483	Ford 21014	Ford 13754	Ford 26991	Ford 20660	Ford 34253	Ford 5164	Ford 4946	Ford 11159	Ford 20130	Ford 12287	Ford 24297	Ford 20011	Ford 89000	Ford 5720	Ford 4053	Ford 2668	Ford 11939	Ford 6312	Ford 8330	Ford 4865	Chev. 2298	Ford 18249	Ford 15616	Ford 118030
3	Buick 6618	Buick 8472	Buick 7567	Plym. 4399	Olds. 10087	Buick 7617	Plym. 13605	Plym. 1544	Buick 1650	Buick 4165	Buick 7012	Plym. 3620	Pont. 7199	Buick 6135	Buick 30659	Buick 1938	Buick 2029	Buick 1151	Buick 4031	Buick 2064	Buick 2608	Buick 2340	Buick 866	Buick 6679	Buick 6124	Buick 47054
4	Olds. 5668	Plym. 6822	Plym. 5552	Buick 4088	Buick 10044	Plym. 6198	Buick 12151	Buick 1394	Plym. 1458	Plym. 3223	Olds. 5781	Olds. 3194	Olds. 7165	Olds. 5550	Olds. 25055	Plym. 1835	Plym. 1510	Olds. 881	Plym. 3958	Olds. 1808	Plym. 2146	Olds. 1862	Olds. 823	Plym. 5611	Olds. 4642	Plym. 39929
5	Plym. 5269	Olds. 6516	Olds. 5427	Olds. 3373	Plym. 8297	Olds. 5537	Olds. 10267	Olds. 1379	Olds. 1329	Olds. 2818	Plym. 5440	Buick 3067	Buick 6755	Plym. 4978	Plym. 20336	Olds. 1624	Olds. 1348	Plym. 712	Olds. 3518	Pont. 1771	Olds. 1985	Pont. 1614	Pont. 782	Olds. 4385	Pont. 4560	Olds. 35007
6	Pont. 4135	Pont. 4543	Pont. 4598	Pont. 3033	Pont. 6183	Pont. 4682	Pont. 8792	Merc. 938	Pont. 1078	Pont. 2611	Pont. 4757	Merc. 2499	Plym. 5560	Pont. 4521	Pont. 19796	Pont. 1327	Pont. 1347	Pont. 705	Pont. 2858	Plym. 1541	Pont. 1869	Plym. 1577	Plym. 684	Pont. 4374	Plym. 4385	Pont. 34383
7	Merc. 3291	Merc. 3938	Merc. 3672	Merc. 2210	Merc. 5139	Merc. 3866	Merc. 6954	Dodge 786	Merc. 858	Merc. 1959	Merc. 3963	Pont. 2492	Merc. 3860	Merc. 3471	Merc. 15008	Dodge 1111	Merc. 1083	Merc. 627	Merc. 2593	Merc. 1435	Merc. 1422	Merc. 1565	Merc. 658	Merc. 3117	Merc. 3474	Merc. 34027
8	Dodge 2147	Dodge 2711	Dodge 1947	Dodge 1439	Dodge 4708	Dodge 3062	Dodge 3737	Pont. 731	Dodge 733	Dodge 1385	Dodge 2513	Dodge 1421	Dodge 2152	Dodge 2015	Dodge 8506	Merc. 1096	Dodge 911	Dodge 423	Dodge 2108	Dodge 742	Dodge 914	Dodge 838	Stud. 359	Dodge 3069	Dodge 2854	Dodge 19347
9	Cad. 1035	Cad. 1431	Cad. 1295	Stud. 758	Stud. 2150	Cad. 1470	Cad. 2968	Chry. 397	Nash 408	Cad. 901	Cad. 1519	Cad. 687	Cad. 1570	Cad. 1560	Cad. 7332	Cad. 529	Nash 567	Cad. 334	Cad. 1117	Cad. 611	Cad. 804	DeSot. 614	Cad. 355	Nash 2123	Nash 1842	Cad. 16431
10	Chry. 868	Chry. 1048	Chry. 1095	Cad. 745	Cad. 2123	Chry. 1432	DeSot. 2417	Nash 346	Stud. 332	Chry. 676	Nash 1393	Stud. 575	Stud. 1055	DeSot. 928	Chry. 3786	Chry. 494	Stud. 511	Chry. 185	Nash 1071	Chry. 467	Stud. 546	Cad. 588	Dodge 328	Chry. 1298	Stud. 1477	Chry. 10013
11	DeSot. 789	DeSot. 1016	Stud. 794	Chry. 611	DeSot. 2105	Nash 1200	Stud. 2040	Stud. 330	Cad. 304	Stud. 544	Stud. 1211	Chry. 457	Chry. 983	Stud. 855	Stud. 3409	Nash 494	Cad. 452	DeSot. 180	Chry. 869	DeSot. 316	Chry. 519	Chry. 523	Chry. 192	Stud. 1207	Cad. 1390	Nash 8811
12	Stud. 623	Stud. 1005	DeSot. 744	DeSot. 507	Nash 1867	Stud. 1132	Nash 1862	Cad. 302	Chry. 299	Nash 530	Chry. 1147	Nash 384	DeSot. 856	Chry. 734	DeSot. 3337	Stud. 475	Chry. 408	Nash 160	Stud. 754	Stud. 292	Nash 489	Nash 353	DeSot. 170	DeSot. 1166	DeSot. 1164	DeSot. 8442
13	Nash 465	Nash 719	Nash 605	Linc. 184	Chry. 1844	DeSot. 1007	Chry. 1694	DeSot. 277	DeSot. 248	DeSot. 519	DeSot. 1018	DeSot. 379	Nash 594	Nash 702	Nash 2330	Hud. 363	Hud. 365	Stud. 146	DeSot. 692	Nash 235	DeSot. 370	Stud. 252	Nash 153	Cad. 1159	Chry. 932	Stud. 7163
14	Linc. 282	Linc. 364	Linc. 426	Nash 151	Hud. 834	Hud. 567	Linc. 726	Hud. 149	Hud. 191	Pack. 279	Hud. 575	Linc. 242	Linc. 408	Linc. 403	Linc. 1823	DeSot. 296	DeSot. 338	Linc. 107	Linc. 477	Linc. 205	Linc. 229	Linc. 220	Linc. 141	Hud. 694	Linc. 549	Linc. 5757
15	Hud. 247	Hud. 257	Hud. 320	Pack. 136	Linc. 713	Linc. 469	Pack. 714	Linc. 134	Pack. 111	Linc. 262	Linc. 432	Hud. 184	Pack. 300	Pack. 287	Hud. 843	Linc. 178	Linc. 171	Hud. 75	Hud. 466	Hud. 70	Hud. 177	Hud. 144	Pack. 91	Linc. 456	Hud. 523	Hud. 2395
16	Pack. 209	Pack. 238	Pack. 180	Hud. 100	Pack. 691	Pack. 315	Hud. 288	Pack. 105	Linc. 108	Hud. 207	Pack. 421	Pack. 91	Hud. 155	Hud. 234	Pack. 826	Pack. 159	Pack. 112	Pack. 64	Pack. 271	Pack. 61	Pack. 161	Pack. 105	Imp. 33	Pack. 342	Pack. 273	Pack. 2236
17	Imp. 53	Imp. 81	Imp. 95	Imp. 45	Imp. 118	Imp. 103	Imp. 145	Imp. 14	Imp. 22	Imp. 56	Imp. 90	Imp. 23	Imp. 115	Imp. 80	Imp. 566	Imp. 61	Imp. 37	Imp. 14	Imp. 99	Imp. 42	Imp. 62	Imp. 75	Hud. 21	Imp. 102	Imp. 114	Imp. 1535
18	Cont. 6	Cont. 15	Cont. 9	Cont. 2	Cont. 21	Cont. 13	Cont. 34	Cont. 2	Cont. 3	Cont. 8	Cont. 23	Cont. 2	Cont. 9	Cont. 13	Cont. 98	Cont. 7	Cont. 1	Cont. 3	Cont. 14	Cont. 8	Cont. 15	Cont. 8	Cont. 10	Cont. 18	Cont. 22	Cont. 366

States and Geographical Divisions, 1956

MONTH	WEST NORTH CENTRAL						WEST SOUTH CENTRAL					MOUNTAIN STATES								PACIFIC STATES			TOTAL ALL STATES
	Iowa	Kansas	Minnesota	Missouri	Nebraska	North Dakota	South Dakota	Arkansas	Louisiana	Oklahoma	Texas	Arizona	Colorado	Idaho	Montana	Nevada	New Mexico	Utah	Wyoming	California	Oregon	Washington	
January	6353	5363	6385	10822	4499	1539	2285	6533	7755	4825	20487	510	5333	1607	1486	696	1523	1399	1004	47720	6157	6911	431648
February	5849	3392	9985	14926	3785	1290	1952	4925	7391	5962	30507	2068	4206	1611	1457	927	1178	1986	960	34699	6131	5718	447542
March	7776	4824	11560	14647	4152	1412	1724	4430	8498	5248	32349	3202	4662	1764	2166	1448	1503	2464	1037	48578	6501	8439	545234
April	7789	7863	11099	13282	3947	1646	2265	3532	7670	6618	30468	3110	4829	1869	2799	828	1453	2153	1062	51263	5767	6248	564272
May	7495	10375	10750	12850	3779	1791	1535	4172	8203	6407	26978	2799	4319	1548	2325	1269	2694	1828	1103	44698	6812	6210	560014
June	6475	10145	9329	12449	3505	1785	1424	2115	7723	6693	29486	2833	4493	2299	2133	467	4060	2405	1001	52586	5930	6058	539777
July	6823	7459	10790	11495	3665	1601	2030	4231	6952	6664	28928	2829	4411	1748	2415	878	2151	1887	1073	47673	5954	5735	534997
August	7576	8235	14032	15150	4266	1690	1479	4685	8790	7064	34504	2925	4584	1726	2188	827	2322	2661	1141	57274	7574	8316	568320
September	6604	6353	8335	10937	2902	1663	1420	2684	7301	5601	26903	2779	4116	1517	1979	615	2017	2059	968	37185	5024	7896	421021
October	5099	5357	6945	10613	2833	1675	1289	3567	6715	5081	25801	2362	3616	1439	1882	541	1892	1480	802	43197	4486	5121	424414
November	6378	5388	5935	9872	3105	1680	1195	2937	5499	6009	27412	2201	3625	1270	1467	948	2182	1320	697	42637	4733	4128	403948
December	9678	6219	10562	11126	3491	1674	1276	1558	9091	9274	31465	4603	3570	2010	1959	1501	2947	2387	1239	48654	5462	5180	514061
TOTAL	83895	80973	115709	148169	43929	19446	19874	45369	91588	75446	345288	32221	51764	20408	24256	10945	25922	24029	12087	556164	70531	75960	5955248
PERCENT	1.41	1.36	1.94	2.49	.74	.33	.33	.76	1.54	1.27	5.80	.54	.87	.34	.41	.18	.44	.40	.20	9.34	1.18	1.28	100.00

It's the The Saturday Evening POST '57 "roll call"

- and the industry's leaders are present and accounted for!

Here's the Blue Ribbon Roster of leading national advertisers representing every branch of the automotive industry. These leaders picked the Post because it does the best pre-selling job among America's millions of car-owning families. Check this list to be sure you are handling the well-known, well-advertised brands seen week after week in the pages of the Post.

AUTOMOTIVE ADVERTISERS IN THE SATURDAY EVENING POST

As of March 1, 1957

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Airstream Trailers, Inc.	Airstream Trailers
Allis Chalmers Mfg. Co.	Crawler and Wheel Tractors, Institutional
American Motors Corp.	Rambler Cars, Rambler Station Wagons, Nash Hornet Special, Hudson Hornet, Institutional
Blue Bird Body Company	Blue Bird School Buses
Briggs & Stratton Corp.	Briggs & Stratton Gasoline Engines
Buick Division General Motors Corp.	Buick Cars & Station Wagons
Cadillac Motor Car Div. General Motors Corp.	Cadillac Cars
Caterpillar Tractor Co.	Caterpillar Tractors Caterpillar Graders Caterpillar Earthmoving Equipment Caterpillar Diesel Engines
Chevrolet Motor Div. General Motors Corp.	Chevrolet Cars Chevrolet Station Wagons
Chrysler Corp.	Institutional
Chrysler Sales Division Chrysler Corp.	Chrysler Cars
Continental Div. Ford Motor Company	Continental Cars
Cushman Motor Works, Inc.	Cushman Trucksters
De Soto Div. Chrysler Corp.	De Soto Cars
Detroit Diesel Engine Div. General Motors Corp.	GM Diesel Engines
Dodge Car Div. Chrysler Corp.	Dodge Cars Dodge Trucks Dodge Station Wagons
Eshelman Co., Chesten L.	Midget Autos Motor Scooters
Euclid Div. General Motors Corp.	Euclid Earthmoving Equipment
Fisher Body Div. General Motors Corp.	Fisher Bodies
Ford Div. Ford Motor Company	Ford Cars Ford Trucks Ford Station Wagons
Ford Motor Company	Institutional
General Motors Corp.	Institutional
GMC Truck & Coach Div. General Motors Corp.	GMC Blue Chip Trucks
Hudson Motor Car Div. of American Motors Corp.	Hudson Cars
Imperial Div. Chrysler Corp.	Imperial Cars
International Harvester Co.	International Trucks Construction Equipment Institutional
Lincoln Div. Ford Motor Company	Lincoln Cars
Mack Motor Truck Corp.	Mack Trucks
Mercury Div. Ford Motor Company	Mercury Cars Mercury Station Wagons
Mustang Div. Rebuilders, Inc.	Mustang Replacement Engines
Nash Division American Motors Corp.	Nash Cars
Oldsmobile Div. General Motors Corp.	Oldsmobile Cars
Packard Division Studebaker-Packard Corp.	Packard Cars
Plymouth Div. of Chrysler Corp.	Plymouth Cars Plymouth Station Wagons Institutional
Pontiac Motor Div. General Motors Corp.	Pontiac Cars Pontiac Station Wagons
Schult Corp.	Schult Trailers
Stewart Coach Industries, Inc.	Stewart Trailers
Studebaker Div. Studebaker-Packard Corp.	Studebaker Cars Studebaker Trucks Studebaker Station Wagons
Studebaker-Packard Corp.	Studebaker and Packard Cars
Vagabond Coach Mfg. Co.	Mobile Homes
Willys Motors, Inc.	Willys Jeeps Willys Jeep Trucks

PARTS · ACCESSORIES · EQUIPMENT

AC Spark Plug Div. General Motors Corp.	AC Spark Plugs AC Oil Filters T-3 Safety-Aim Headlamps
Albertson & Co., Inc.	Sioux Tools

Alemite Div. Stewart-Warner Corp., The	Alemite CD-2 Concentrate Oil Additive Alemite Kleen Treet Alemite Cooling System Conditioner Electronic Wheel Balancers
Allegheny Ludlum Steel Corp.	AL Stainless Steel for Automobiles
Allen Electric & Equipment Co.	Allenyze—Testing Equipment
Alondra Sales, Inc.	Filt-O-Reg Fuel Pressure Regulator & Filter
American Brake Shoe Co.	American Brakeblok Brake Linings
American Can Company	Canco Cans for Automotive Products
American Chain & Cable Co.	Weed V-Bar Tire Chains
American Enka Corp.	Jetspun Seat Covers
AP Parts Corp.	AP Mufflers
Armco Steel Corp.	Armco Stainless Steel Hubcaps Armco Stainless Steel Car Mufflers Armco Stainless Steel Guardrails
Atlas Supply Company	Atlas Batteries Atlas Accessories Atlas Perma-Guard Anti-Freeze
Auto-Lite Battery Corp.	Auto-Lite Sta-ful Batteries
Automobile Seat Cover Mfrs. Assoc.	Seat Covers—"Good Car Keeping Week"
Auto Specialties Mfg. Co.	Auto Specialties Double-Disc Brakes
Bear Mfg. Co.	Bear Safety Chek-Up Telaliner Bear Tire Balancing Equipment
Behr-Manning Division of Norton Company	Behr-Cat Plastic Electrical Tape
Belden Mfg. Co.	Belden Spark Plug Wires
Bernz Co., Inc., Otto	Bernz-O-Matic Torch & Flame Spreaders, Lanterns
Black & Decker Mfg. Co.	Black & Decker Portable Electric Tools
Blackhawk Mfg. Co.	Blackhawk Hydraulic Tools
Boker & Co., Inc., H.	Boker Pocket Knives
Borg-Warner Corp.	Borg-Warner Products Borg-Warner Automatic Transmissions
Boyle-Midway Inc.	"3-In-One" Oil
Bridgeport Metal Goods Mfg. Co., The	BMG Lanterns & Red Torch Head Flashlights
Briggs Shock Absorber Co., The, Division of Gabriel Co.	"Hydro-Muscle" Ride Control
Burgess Battery Co.	Burgess Flashlight Batteries
Burgess Vibrocrafters, Inc.	Burgess Electric Sprayers
Burlington Industries, Inc.	Car Upholstery Fabric
Campbell Chain Co.	Campbell Kwik-On Tire Chains Campbell Traction Clips Campbell Jiffy Chains
Carter Carburetor Corp., Div. of ACF Industries, Inc.	Carter Carburetors Carter Fuel Pumps Carter Filters Carter Carburetor Service
Champion Spark Plug Co.	Champion Spark Plugs
Chrysler Corporation	MoPar X-Tra-Full Batteries MoPar Brake Fluid MoPar Oil Filter Element MoPar Parts and Accessories
Coleman Company, The	Coleman Lanterns
Cummins Portable Tools Div. of John Oster Mfg. Co.	Portable Electric Workshops
Delco Appliance Div. General Motors Corp.	Delco Power Sweep Electric Windshield Wipers
Delco Radio Div. General Motors Corp.	Delco Wonder Bar Auto Radios Delco Signal Seeking Tuners
Delco Remy Div. General Motors Corp.	Delco Thundervolt Electrical Systems Delco Klaxon K-3 Auto Horns
Delta Electric Co.	Delta Lanterns
Delta Power Tool, Div. of Rockwell Mfg. Co.	Delta Power Tools
DeVilbiss Co.	Spray Equipment
Dinsmore Instrument Co.	Dinsmore Auto Compasses
Dole Valve Company	Dole Automobile Thermostats
Dupli-Color Products Co.	Dupli-Color touch-up for cars
Du Pont de Nemours & Co. (Inc.), E. I.	Du Pont Cooling System Cleaner Anti-Rust Water Pump Lubricant Cellulose Sponges Fast Flush Radiator Cleaner
Eaton Mfg. Co. (Axle Div.)	Eaton Truck Axles
Edmont Mfg. Co.	Job-Fitted Gloves
Enjay Co., Inc.	Enjay Butyl Rubber for Autos
Electric Auto-Lite Co., The	Power Tip Spark Plugs
Exide Automotive Division Electric Storage Battery Co., The	Exide Batteries
Federal-Mogul Service Div. of Federal-Mogul Corp.	Federal-Mogul Air Control Bearings Federal-Mogul Service Bearings Federal-Mogul Bower Bearings Federal-Mogul BEA Ball Bearings
Firestone Plastics Co.	Auto Seat Covers
Firestone Tire & Rubber Co., The	Firestone Batteries Firestone Brake Linings Firestone Automotive Accessories
Ford Motor Company	Genuine Ford Parts Genuine Ford Mufflers Ford Dealer Service
Fram Corporation	Fram Oil Filters Fram Fuel Filters Fram Air Filters
General Electric Co.	G-E All-Weather Headlamps
General Motors Acceptance Corp.	GMAC Time Payment Plan
Goodyear Tire & Rubber Co., The	Goodyear Batteries
GorDag Industries, Inc.	GorDag Wind Silencers
Gould-National Batteries, Inc.	National Batteries Gould Batteries
Grey-Rock Div. of Raybestos-Manhattan, Inc.	Grey Rock Brake Linings
Guide Lamp Div. General Motors Corp.	Guide Autronic-Eye Sealed Beam Units Auto Accessories
Harrison Radiator Div. General Motors Corp.	Harrison Air Conditioning
Hastings Mfg. Co.	Hastings Steel-Vent Piston Rings Hastings Wear Reducer Hastings Oil Filter Cartridges
Hull Mfg. Co.	Hull Auto Compasses
Inland Mfg. Co.	Inland Radiator Equipment
International Mfg. Co.	Rayline License Plate Frames
International Nickel Co., Inc.	Institutional
Irwin Auger Bit Co., The	Irwin Auger Bits
Johns-Manville Corp.	Johns-Manville Asbestos Brake Linings, Insulation
Johnson & Sons, Inc., S. C.	Institutional
Jones & Laughlin Steel Corp.	Institutional
Kaiser Aluminum & Chemical Corp.	Institutional
Kennecott Copper Corp.	Institutional
Klean-Strip Co., Inc., The	Klean-Strip Paint Remover
Klein & Sons, Mathias	Klein's Pliers
Koppers Company, Inc.	Institutional
Libbey-Owens-Ford Glass Co.	E-Z Eye Safety Plate Glass L-O-F Parallel-O-Plate Glass
Lincoln Engineering Co.	Multi-Luber Lubrication System
Liquid Glaze, Inc.	Liquid Glaze
Lufkin Rule Co.	Tape Rules
Manning, Maxwell & Moore, Inc.	Electric Hoists
Master Lock Company	Master Padlocks
Midas, Inc.	Muffler Shops
Millers Falls Co.	Millers Falls Power Tools
Minnesota Automotive, Inc.	Key-Matic Automobile Speed Control
Moraine Products Div. General Motors Corp.	Delco Brakes Delco Hydraulic Brake Fluid
National Automotive Parts Association	Parade of Parts
Nicholson File Company	Nicholson Files
O'Malley Valve Co.	Faucet Repair Kits
Overhead Door Corp.	Overhead Garage Doors
Ox Fibre Brush Co., Inc.	Oxco Whisk Brooms
Oxwall Tool Co., Ltd.	Oxwall Tool Kits
Parker Rust Proof Co.	Bonderite
Perfect Circle Corp.	Perfect Circle Piston Rings
Petersen Mfg. Co., Inc.	Petersen Vise-Grip Wrenches
Pittsburgh Plate Glass Co.	Solex Safety Glass
Plumb, Inc., Fayette R.	Plumb Tools
Portable Electric Tools, Inc.	Pet Power Tools
Porter Cable Machine Co.	Quality Electric Tools
Portland Cement Association	Institutional
Pur-O-lator Products, Inc.	Pur-O-lator Oil Filters
Raybestos Div. of Raybestos-Manhattan, Inc.	Raybestos Brake Linings
Rayonier, Inc.	Cellulose for Tire Cords
Ray-O-Vac Company	Ray-O-Vac Flashlights Ray-O-Vac Batteries, Lanterns, Radio Batteries
Republic Steel Corp.	Republic Tire Chains Institutional
Revere Copper & Brass Co.	Revere Metals for the Automotive Industry
Robertshaw-Fulton Co.	Robertshaw-Fulton Autostats
Rustain Products	Zud Rust & Stain Remover
Rust-Oleum Corporation	Rust-Oleum Rust Preventive
Saginaw Steering Gear Div. General Motors Corp.	Safety Power Steering
Shopmaster, Inc.	Power Tools
Simoniz Company, The	Vista Bodysheen
Skil Corporation	Skil Tools
Stanley Works, The	Stanley Tools
Stewart-Warner Corp.	Stewart-Warner Motor Minders Stewart-Warner Electric Fuel Pumps
Sunbeam Corporation	Electric Tools
Swift & Co.	Golden Vigoro Lawn Food
Syncro Corp.	Syncro Jig Saws
"Telechron Timers"	Telechron Clocks & Timers
Texas Company	P-T Anti-freeze
Thompson Products, Inc.	Thompson Products Valves, Parts
Thor Power Tool Company	Thor Portable Power Tools
Timken Roller Bearing Co., The	Timken Roller Bearings
True Temper Corp.	True Temper Tools
Turner Brass Works	Turner "Util-i-Torch"
Union Carbide & Carbon Corp.	Institutional
United Motors Service, Inc., Div. of General Motors Corp.	United Motors Service Products
Universal C.I.T. Credit Corp.	C.I.T. Time Payment Plan
U. S. Plywood Corporation	Weldwood Cement Weldwood Glue Weldwood Plastic Resin Glue Weldwood Waterproof Resorcinol
Utica Drop Forge & Tool Co.	Utica Tools
Vatco Mfg. Co.	Vatco Auto Seat Covers
Wagner Electric Corp.	Wagner Lockheed Brake Fluid
Warner-Patterson Co.	Warner Radiator Cleaner & Cooling System Warner Liquid Solder
Weller Electric Corp.	Electric Tools
Willard Storage Battery Co.	Willard Batteries
Wix Corp.	Wix Oil Filters Wix Hevi-Duty Cartridges
Wooster Rubber Co.	Stylemaster Kar-Rugs
Yale & Towne Mfg. Co.	Lift Trucks & Hoists
Yankee Metal Products Corp.	Yankee Pacesetter Side View Mirror

TIRES

American Rayon Institute	Rayon Hi-Test Tire Cord Rayon Hi-Test Tubeless Tires
Armstrong Rubber Co.	Armstrong Tires
Atlas Supply Company	Atlas Tubeless Tires
Brunswick Rubber Co., Div of The B. F. Goodrich Company	Brunswick Tires
Chemstrand Corporation, The	Nylon Yarn for Tire Cords
Dunlop Tire & Rubber Corp.	Dunlop Tubeless Tires Dunlop Tires
Du Pont de Nemours & Co. (Inc.), E. I.	Nylon Cord for Truck Tires Nylon Cord for Passenger Car Tires
Firestone Tire & Rubber Co., The	Firestone Tubeless Tires Firestone Tires Firestone Truck Tires
General Tire & Rubber Co., The	General Tires General Tubeless Tires Hi Density Rubber Tires Nylon Cord
Goodrich Company, The B. F.	B. F. Goodrich Tubeless Tires B. F. Goodrich Truck Tires
Goodyear Tire & Rubber Co., The	Goodyear Tires and Tubes Goodyear Tubeless Tires Goodyear Truck Tires
Kelly-Springfield Tire Co., The	Kelly-Springfield Tires Kelly-Springfield Tubeless Tires
Pennsylvania Tire Co.	Pennsylvania Tires Pennsylvania Tubeless Tires
Seiberling Rubber Co.	Seiberling Tires & Tubes Institutional
Socony Mobil Oil Co., The	Mobil Tires
Tire Retreading Institute	Master-Retreaded Tires
United States Rubber Co.	U. S. Tires and Tubes U. S. Rubber Separators

GASOLINE • OILS • LUBRICANTS

American Petroleum Institute, Oil Industry Information Committee	Institutional
Atlantic Refining Co., The	Institutional
Casite Div. of Hastings Mfg. Co.	Casite
Emerol Mfg. Co.	Marvel Mystery Oil
Esso Standard Oil	Esso Research
Ethyl Corporation	"Drive More" Program-Promoting Travel by Car Promoting Use of Premium Gasoline
Gulf Oil Corporation	Gulfpride H. D. Motor Oil Gulf No-Nox Gasoline
Gumout Division Pennsylvania Refining Company	Gumout
Kendall Refining Co.	Kendall—The 2000 Mile Oil
Lubriplate Division Fiske Bros. Refining Co.	Lubriplate Lubricants
MacMillan Petroleum Corp.	MacMillan Motor Oil
Pennsylvania Grade Crude Oil Assn.	Pennsylvania Motor Oil
Pennzoil Company, The	Pennzoil Motor Oil with Z-7
Pyroil Company, The	Pyroil
Quaker State Oil Refining Corp.	Quaker State Motor Oil
Shell Oil Company	Shell X-100 Motor Oil Shell Research
Socony Mobil Oil Co., The	Mobilgas — Special Mobiloil — Special Mobil Care
Sun Oil Company	Institutional
Texas Company, The	Fire-Chief Gasoline Havoline Motor Oil Marfak Lubrication Sky Chief Gasoline Texaco Products
Tide Water Associated Oil Company	Veedol 10-30 Motor Oil "Flying A" Ethyl Gasoline
Union Oil of California	Royal Triton Motor Oil
Wolf's Head Oil Refining Co., Inc.	Wolf's Head Motor Oil
Wynn Oil Co.	Radiator Additive & Wynn's Friction Proofing

The Saturday Evening POST

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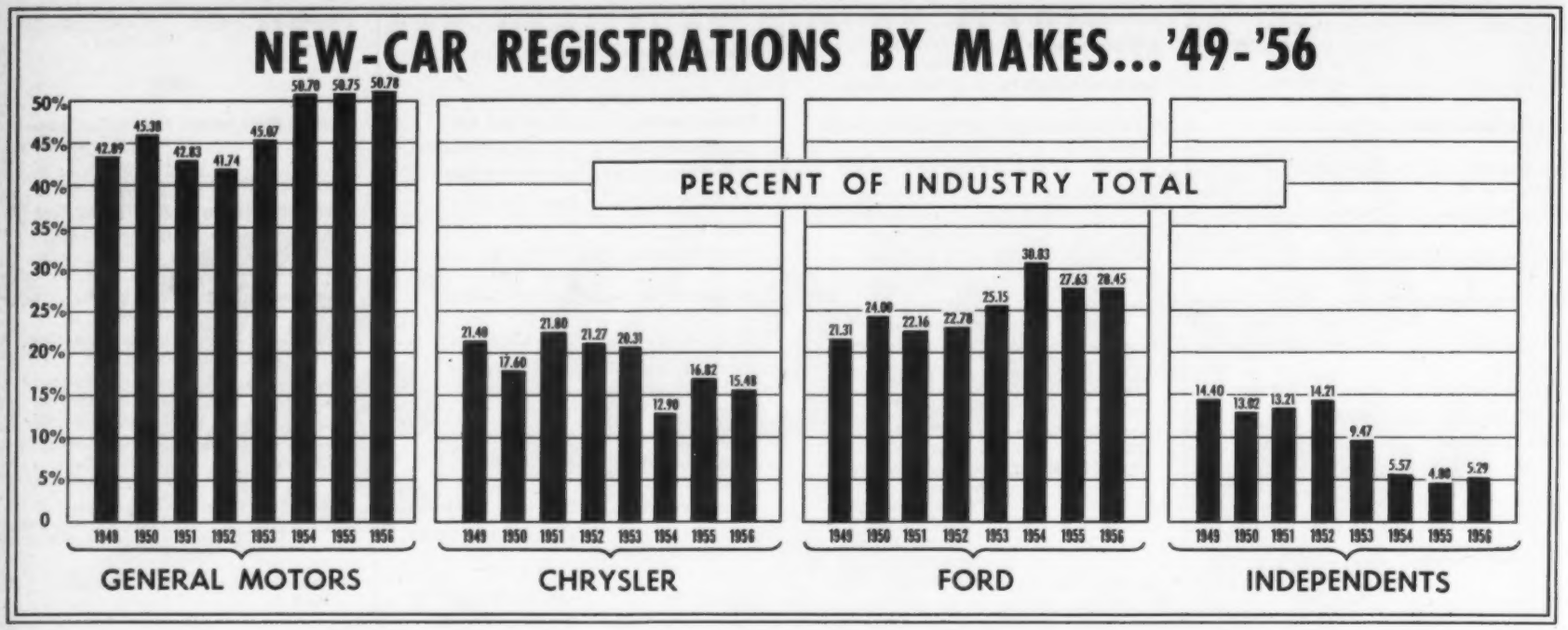


Percentage of Car Makes to Total Registrations, 1948-1956

	1948		1949		1950		1951		1952		1953		1954		1955		1956	
	Registrations	Pct. of Total	Registrations	Pct. of Total	Registrations	Pct. of Total	Registrations	Pct. of Total	Registrations	Pct. of Total	Registrations	Pct. of Total	Registrations	Pct. of Total	Registrations	Pct. of Total	Registrations	Pct. of Total
Buick	244,762	7.01	372,425	7.70	535,807	8.47	392,285	7.75	310,806	7.47	454,320	7.92	513,497	9.28	737,879	10.29	529,371	8.89
Cadillac	59,379	1.70	80,880	1.67	101,825	1.61	97,093	1.92	87,806	2.11	98,612	1.72	110,328	1.99	141,038	1.97	132,952	2.23
Chevrolet	709,609	20.33	1,031,466	21.32	1,420,399	22.45	1,067,042	21.08	852,542	20.50	1,342,480	23.39	1,417,453	25.61	1,640,681	22.88	1,565,399	26.29
Oldsmobile	175,531	5.03	269,351	5.57	372,519	5.89	273,472	5.40	218,189	5.25	305,593	5.32	407,150	7.35	589,515	8.22	437,896	7.35
Pontiac	228,939	6.56	321,033	6.63	440,528	6.96	337,821	6.68	266,351	6.41	385,692	6.72	358,167	6.47	530,007	7.39	358,668	6.02
General Motors Total	1,418,220	40.63	2,075,155	42.89	2,871,078	45.38	2,167,713	42.83	1,735,694	41.74	2,586,697	45.07	2,806,595	50.70	3,639,120	50.75	3,024,286	50.78
GM Total—Except Chev.	708,611	20.30	1,043,689	21.57	1,450,679	22.93	1,100,671	21.75	883,152	21.24	1,244,217	21.68	1,389,142	25.09	1,998,439	27.87	1,458,887	24.49
Continental	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	1,564	.03
Ford	486,888	13.95	806,766	16.67	1,166,118	18.43	862,309	17.04	732,481	17.61	1,116,267	19.45	1,400,440	25.30	606 1,573,276	.01 21.94	1,375,343	23.09
Lincoln	32,638	.93	37,691	.78	34,318	.54	25,816	.51	29,110	.70	39,169	.68	36,251	.65	35,017	.49	42,598	.72
Mercury	137,512	3.94	186,629	3.86	318,217	5.03	233,339	4.61	185,883	4.47	287,717	5.02	269,926	4.88	371,837	5.19	274,603	4.61
Ford Total	657,038	18.82	1,031,086	21.31	1,518,653	24.00	1,121,464	22.16	947,474	22.78	1,443,153	25.15	1,706,617	30.83	1,980,736	27.63	1,694,108	28.45
Ford Total—Except Ford Division	170,150	4.87	224,320	4.64	352,535	5.57	259,155	5.12	214,993	5.17	326,886	5.70	306,177	5.53	407,460	5.69	318,765	5.36
Chrysler	105,315	3.02	130,516	2.70	151,300	2.39	149,435	2.95	113,392	2.73	153,756	2.68	101,741	1.84	156,458	2.18	106,853	1.79
DeSoto	82,454	2.36	103,311	2.14	115,023	1.82	112,643	2.23	91,677	2.20	122,342	2.13	76,739	1.39	118,062	1.65	100,766	1.69
Dodge	213,923	6.12	273,530	5.65	300,104	4.74	298,603	5.90	246,464	5.93	288,812	5.03	154,789	2.80	284,323	3.96	220,208	3.70
Imperial	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	10,460	.18
Plymouth	347,174	9.96	527,915	10.91	547,367	8.65	542,649	10.72	433,134	10.41	600,447	10.47	381,078	6.88	647,352	9.03	483,756	8.12
Chrysler Total	748,866	21.46	1,035,272	21.40	1,113,794	17.60	1,103,330	21.80	884,667	21.27	1,165,357	20.31	714,347	12.91	1,206,195	16.82	922,043	15.48
Chrysler Total—Except Plymouth	401,692	11.50	507,357	10.49	566,427	8.95	560,681	11.08	451,533	10.86	564,910	9.84	333,269	6.03	558,843	7.79	438,287	7.36
Packard	77,843	2.22	97,771	2.02	73,155	1.15	66,999	1.32	66,346	1.59	71,079	1.24	38,396	.69	52,103	.73	28,396	.48
Studebaker	143,120	4.10	199,460	4.12	268,229	4.24	205,514	4.06	157,902	3.80	161,257	2.81	95,914	1.73	95,761	1.33	76,402	1.28
Packard-Stude. Total	220,963	6.32	297,231	6.14	341,384	5.39	272,513	5.38	224,248	5.39	232,336	4.05	134,310	2.42	147,864	2.06	104,798	1.76
Hudson	109,497	3.14	137,907	2.85	134,219	2.12	96,847	1.91	78,509	1.89	66,797	1.16	35,824	.65	43,212	.60	30,529	.51
Nash	104,156	2.98	135,328	2.80	175,722	2.79	140,035	2.78	142,520	3.43	137,507	2.40	82,729	1.49	93,541	1.31	84,576	1.42
American Motors Total	213,653	6.12	273,235	5.65	309,941	4.91	236,882	4.69	221,029	5.32	204,304	3.56	118,553	2.14	136,753	1.91	115,105	1.93
Frazer	57,994	1.66	15,827	.33	11,884	.19	.....	1.02	28,718	.69	10,710	.18	1,123	.02	.....	.....	.....	....
Henry J	.....	.....	.....	.....	14,339	.22	51,372	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	....
Kaiser	108,367	3.10	57,995	1.20	85,832	1.36	52,286	1.03	41,022	.99	22,825	.40	8,889	.16	959	.01	.....	....
Willys	21,408	.61	28,576	.59	33,926	.54	26,049	.51	41,016	.99	42,433	.74	17,002	.31	6,267	.09	.....	....
Kaiser-Willys Total	187,769	5.37	102,398	2.12	145,981	2.31	129,707	2.56	110,756	2.67	75,968	1.32	27,014	.49	7,226	.10		
Miscellaneous	44,443	1.28	23,965	.49	25,607	.41	29,294	.58	34,526	.83	31,174	.54	28,028	.51	52,014	.73	94,908	1.60
GRAND TOTAL—U. S.	3,490,952	100%	4,838,342	100%	6,326,438	100%	5,060,903	100%	4,158,394	100%	5,738,989	100%	5,535,464	100%	7,169,908	100%	5,955,248	100%

Percentage of Truck Makes to Total Registrations, 1948-1956

MAKE	1948		1949		1950		1951		1952		1953		1954		1955		1956	
	Registrations	Pct. of Total	Registrations	Pct. of Total	Registrations	Pct. of Total	Registrations	Pct. of Total	Registrations	Pct. of Total	Registrations	Pct. of Total	Registrations	Pct. of Total	Registrations	Pct. of Total	Registrations	Pct. of Total
Autocar	2,770	.27	1,655	.17	2,072	.18	2,112	.21	1,595	.20	1,713	.18	1,041	.13	....	....	....	....
Brockway	2,958	.29	1,626	.17	2,384	.21	2,182	.22	1,752	.21	2,080	.22	1,340	.16	1,144	.12	884	.10
Chevrolet	302,219	29.20	345,519	35.92	414,496	36.29	350,344	34.90	272,249	33.52	327,960	35.25	293,079	35.35	329,791	34.46	302,145	33.78
Crosley	2,411	.23	871	.09	422	.04	434	.04	243	.03	32	.00	....	....	....	....	....	....
Diamond T	10,657	1.03	5,172	.54	5,675	.50	4,508	.45	3,420	.42	3,398	.37	2,701	.32	3,697	.39	4,037	.45
Divco	5,618	.54	3,577	.37	4,309	.38	3,752	.37	2,752	.34	2,569	.28	....	....	....	....	....	....
Dodge	114,431	11.06	116,956	12.16	99,716	8.73	106,600	10.63	102,129	12.57	82,345	8.85	60,658	7.32	66,208	6.92	57,651	6.45
Federal	4,026	.38	1,225	.13	1,469	.13	1,008	.10	841	.10	986	.10	....	....	....	....	....	....
Ford	225,729	21.80	202,179	21.02	315,912	27.66	250,802	24.98	179,523	22.11	266,027	28.60	267,799	32.30	295,900	30.92	263,753	29.49
FWD	811	.08	337	.03	323	.03	501	.05	543	.07	359	.04	....	....	....	....	....	....
GMC	74,857	7.23	80,407	8.36	97,200	8.51	100,285	9.99	79,612	9.80	82,296	8.85	66,644	8.04	84,877	8.87	82,266	9.20
Hudson	117	.01	.....	.....	.....	.....	.....	.....	.....	.....	....	....	....	....	....	....	....	....
International	125,203	12.09	91,164	9.48	97,818	8.56	95,184	9.48	92,788	11.42	95,404	10.25	84,222	10.16	100,441	10.49	108,014	12.08
Kenworth	478	.05	392	.04	673	.06	668	.07	705	.09	747	.08	....	....	....	....	....	....
Mack	9,795	.95	6,866	.71	9,908	.87	9,794	.98	7,138	.88	6,890	.74	6,098	.73	10,932	1.14	13,190	1.47
Pontiac	.....	.....	775	.08	1,362	.11	908	.09	541	.07	468	.05	....	....	....	....	....	....
Reo	10,773	1.04	4,003	.42	3,876	.34	3,427	.34	3,393	.42	3,498	.38	2,283	.28	3,121	.33	2,974	.33
Sterling	411	.04	229	.02	354	.03	334	.03	250	.03	....	....	....	....	....	....	....	....
Studebaker	50,657	4.89	55,099	5.73	45,881	4.01	32,675	3.25	28,985	3.57	22,473	2.42	10,193	1.23	10,817	1.13	8,708	.97
White	11,603	1.12	8,318	.86	12,050	1.05	12,260	1.22	10,858	1.34	12,261	1.32	10,340	1.25	14,372	1.50	15,137	1.69
Willys	76,484	7.39	32,765	3.41	24,640	2.16	24,292	2.42	20,356	2.51	17,712	1.90	17,523	2.11	27,252	2.85	23,488	2.63
Miscellaneous	3,166	.31	2,826	.29	1,767	.15	1,780	.18	2,426	.30	1,094	.12	5,180	.62	8,449	.88	12,119	1.36
TOTAL	1,035,174	100%	961,961	100%	1,142,307	100%	1,003,850	100%	812,099	100%	930,312	100%	829,101	100%	957,001	100%	894,366	100%

HERE'S PROOF

that

The *Forward* Look

means business!

For 1957, Chrysler Corporation set sights on the most ambitious target the industry had ever seen—*total newness* in every line of cars.

Success is reflected daily in the thunderous reception these cars are receiving from the public and dealers alike. They have been garnering the fastest flow of orders in Chrysler Corporation history! Equally significant, sales show that owners of *other* cars have been switching to Chrysler Corporation at a rate without precedent.

The reason is more than styling alone—or new features alone. It is the fact that the styling and engineering were literally *made for each other.* Both are dramatically advanced, and completely integrated into a working partnership of design and action.

Consider Torsion-Aire, the ride that carpets the road. Its design makes it possible for bodies and roof-lines to be strikingly lower *with no sacrifice of headroom or leg room!*

There is also a swift, new three-stage transmission, Pushbutton Torque-Flite. It's coupled to airliner-type engines partnered with the unmatched stopping power of Total-Contact Brakes.

So that our dealers can make the most of this design for success, the De Soto, Chrysler and Imperial lines have been broadened to include three distinct car names and price ranges in each division. And in the Plymouth, dealers have a low-priced car that is able to compete with every other car on the market *regardless of price!*

When you consider these cars . . . when you consider Chrysler Corporation's firm policy of *continued* progress . . . and when you consider the unique spirit of *partnership* between the company and its dealers . . . it's easy to understand why The *Forward* Look offers the brightest long-range view. America's smartest dealers agree, there's room to *grow* and *profit* with—

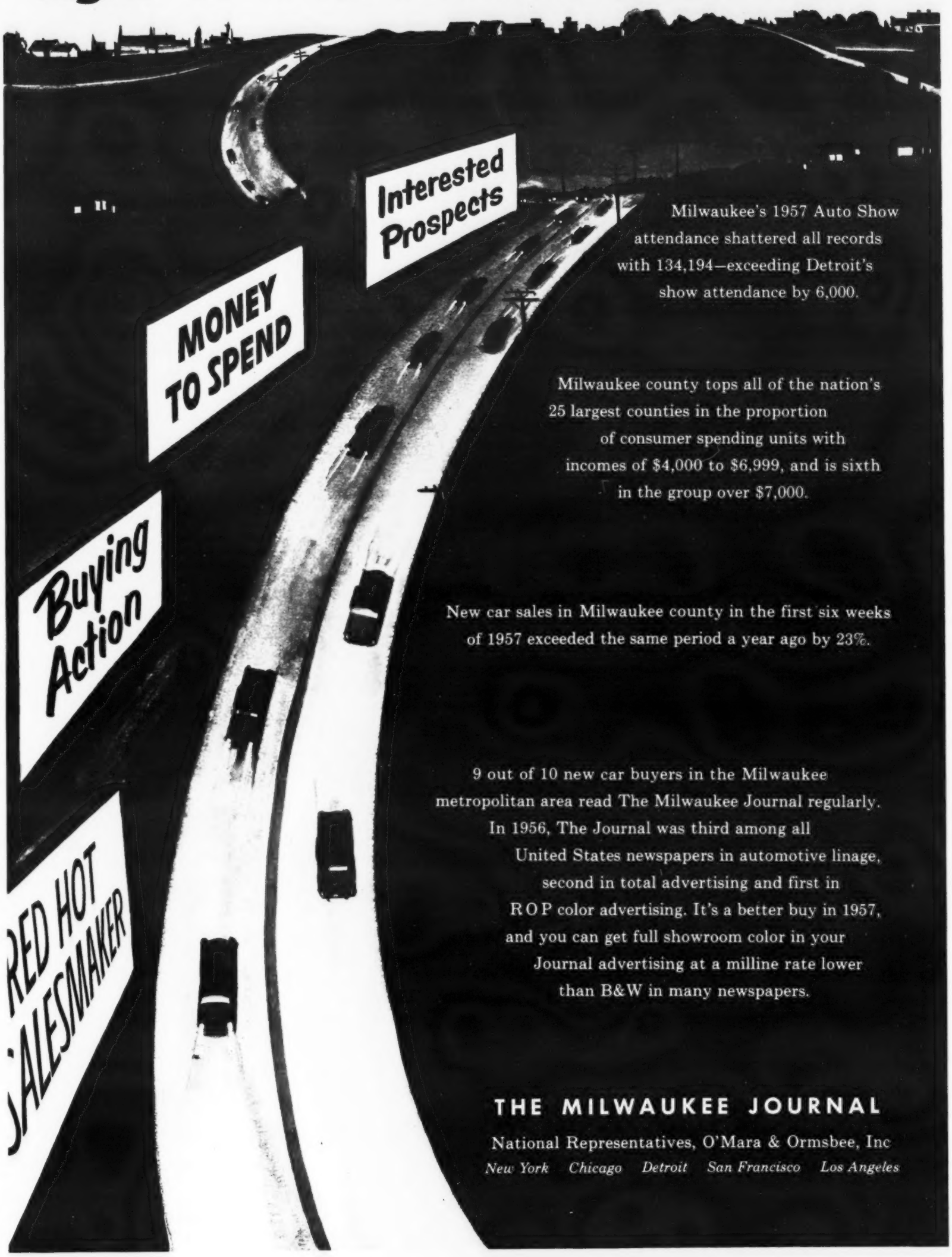
CHRYSLER CORPORATION — THE *FORWARD* LOOK

PLYMOUTH • DODGE • DE SOTO • CHRYSLER • IMPERIAL

New Passenger Car Registrations, 1947-1956 Showing Percentage Of Each State to Total Registration

STATES	1956 Registrations	% of Total	1955 Registrations	% of Total	1954 Registrations	% of Total	1953 Registrations	% of Total	1952 Registrations	% of Total	1951 Registrations	% of Total	1950 Registrations	% of Total	1949 Registrations	% of Total	1948 Registrations	% of Total	1947 Registrations	% of Total	10-Year Average	Av. % over 10 Yrs.
Alabama	84,634	1.42	101,651	1.42	72,893	1.32	71,078	1.24	51,074	1.23	64,420	1.27	79,156	1.25	58,273	1.20	40,432	1.16	35,508	1.12	65,912	1.26
Arizona	32,221	.54	37,303	.52	24,999	.45	24,926	.43	18,791	.45	22,040	.44	26,570	.42	20,995	.43	12,994	.37	10,665	.34	23,150	.44
Arkansas	45,369	.76	49,573	.69	37,589	.68	41,599	.72	28,709	.69	37,534	.74	47,003	.74	34,030	.70	21,319	.61	19,786	.63	36,251	.70
California	556,164	9.34	665,892	9.29	434,789	7.85	452,769	7.89	346,929	8.34	392,682	7.76	519,999	8.22	389,544	8.05	272,209	7.80	253,341	8.00	428,432	8.25
Colorado	51,764	.87	61,925	.86	46,007	.83	44,558	.78	34,946	.84	43,172	.85	58,953	.93	42,770	.88	27,942	.80	25,958	.82	43,800	.85
Connecticut	89,346	1.50	105,879	1.48	86,202	1.56	87,629	1.53	63,768	1.53	73,246	1.45	86,097	1.36	66,278	1.37	50,745	1.45	48,782	1.54	75,797	1.48
Delaware	18,867	.32	22,940	.32	17,101	.31	18,498	.32	12,329	.30	15,277	.30	17,421	.28	14,655	.30	9,996	.29	8,846	.28	15,593	.30
Florida	175,651	2.95	195,468	2.73	131,433	2.37	120,439	2.10	80,905	1.95	94,103	1.85	116,904	1.85	84,238	1.74	53,746	1.54	49,009	1.55	110,190	2.06
Georgia	121,633	2.04	139,382	1.94	98,437	1.78	94,643	1.65	72,240	1.74	93,854	1.85	113,923	1.80	80,886	1.67	59,703	1.65	53,432	1.68	92,813	1.78
Idaho	20,408	.34	24,272	.34	19,187	.35	23,776	.41	18,735	.45	23,151	.46	27,355	.43	23,211	.48	14,554	.42	12,093	.38	20,674	.41
Illinois	398,174	6.69	460,883	6.43	398,306	7.20	406,069	7.08	295,729	7.11	350,846	6.93	417,871	6.61	345,156	7.13	241,231	6.91	218,536	6.90	353,280	6.90
Indiana	188,423	3.16	229,951	3.21	172,344	3.11	182,962	3.19	122,339	2.94	159,446	3.15	200,112	3.16	148,827	3.08	101,128	2.90	97,223	3.10	160,276	3.10
Iowa	83,895	1.41	108,294	1.51	98,534	1.78	100,797	1.76	71,700	1.72	95,638	1.89	128,114	2.02	102,183	2.11	68,947	1.98	54,837	1.73	91,294	1.79
Kansas	80,973	1.36	99,292	1.38	86,826	1.57	83,127	1.45	63,172	1.52	76,047	1.50	91,572	1.45	74,760	1.55	48,970	1.40	40,864	1.29	74,560	1.46
Kentucky	73,560	1.24	86,105	1.20	66,927	1.21	72,423	1.26	51,716	1.24	62,832	1.24	78,897	1.25	61,597	1.27	43,082	1.23	38,144	1.22	63,528	1.24
Louisiana	91,588	1.54	101,265	1.41	83,500	1.51	77,655	1.35	53,850	1.29	59,212	1.17	81,231	1.28	65,820	1.36	44,925	1.29	35,525	1.12	69,457	1.33
Maine	27,400	.46	30,191	.42	23,266	.42	24,283	.42	16,967	.41	22,467	.44	29,175	.46	23,140	.48	17,298	.51	15,690	.50	22,988	.45
Maryland	102,841	1.73	118,567	1.65	87,142	1.57	89,494	1.56	66,831	1.61	78,073	1.54	93,227	1.47	69,985	1.45	52,762	1.52	48,034	1.52	80,696	1.56
Massachusetts	156,987	2.64	177,672	2.48	155,881	2.82	159,527	2.78	115,195	2.77	137,643	2.72	166,815	2.64	133,288	2.75	102,244	2.93	97,447	3.08	140,270	2.76
Michigan	348,138	5.85	512,525	7.15	375,625	6.79	423,454	7.38	287,842	6.92	343,779	6.79	430,321	6.80	321,421	6.64	250,853	7.19	246,973	7.80	354,093	6.93
Minnesota	115,709	1.94	129,423	1.81	116,696	2.11	123,661	2.15	91,598	2.20	112,416	2.22	153,203	2.42	107,435	2.22	76,781	2.20	60,567	1.91	108,749	2.12
Mississippi	52,058	.87	61,807	.86	47,000	.85	45,176	.79	33,681	.81	42,386	.84	50,797	.80	40,163	.83	28,242	.81	26,382	.83	42,769	.83
Missouri	148,169	2.49	178,704	2.49	147,737	2.67	159,971	2.79	96,788	2.33	140,397	2.77	174,394	2.76	131,269	2.71	93,246	2.68	84,905	2.68	135,560	2.64
Montana	24,256	.41	27,045	.38	22,703	.41	24,869	.43	20,160	.48	24,735	.49	31,249	.50	23,681	.49	18,014	.52	15,300	.48	23,201	.46
Nebraska	43,929	.74	59,626	.83	53,216	.96	58,278	1.01	43,907	1.06	55,510	1.10	67,964	1.07	51,105	1.06	35,234	1.02	28,654	.92	49,742	.98
Nevada	10,945	.18	12,067	.17	8,052	.14	7,846	.14	5,794	.14	6,173	.12	7,672	.12	6,607	.14	5,028	.14	4,597	.02	7,478	.13
New Hampshire	19,067	.32	23,048	.32	18,138	.33	17,680	.31	14,095	.34	16,226	.32	19,154	.30	15,162	.31	10,539	.30	10,790	.34	16,390	.32
New Jersey	222,728	3.74	258,527	3.61	216,076	3.90	211,073	3.68	148,936	3.58	179,333	3.54	210,785	3.33	165,842	3.43	116,945	3.35	106,586	3.38	183,683	3.55
New Mexico	25,922	.44	30,501	.43	22,508	.41	21,248	.37	15,462	.37	18,512	.37	23,289	.36	17,571	.36	10,897	.31	8,969	.28	19,488	.37
New York	511,096	8.58	634,859	8.85	481,078	8.69	485,032	8.45	342,044	8.23	420,720	8.31	542,195	8.57	415,634	8.59	338,254	9.69	308,710	9.75	447,962	8.77
North Carolina	107,139	1.80	132,114	1.84	96,986	1.75	110,364	1.92	78,399	1.89	98,339	1.94	119,477	1.89	93,514	1.93	59,584	1.71	54,756	1.73	95,067	1.84
North Dakota	19,446	.33	22,055	.31	21,654	.39	24,075	.42	18,091	.44	23,213	.46	27,549	.44	22,905	.47	13,359	.38	11,894	.38	20,424	.40
Ohio	387,257	6.50	443,762	6.19	331,768	5.99	359,056	6.26	257,446	6.19	315,606	6.24	388,389	6.14	302,830	6.26	220,248	6.31	215,359	6.80	322,173	6.29
Oklahoma	75,446	1.27	94,347	1.32	76,428	1.38	78,336	1.36	55,962	1.35	69,112	1.37	90,591	1.43	65,563	1.36	44,942	1.29	39,119	1.24	68,985	1.34
Oregon	70,531	1.18	81,402	1.13	54,814	.99	60,858	1.06	51,215	1.23	58,446	1.15	72,261	1.14	55,212	1.14	39,655	1.14	34,121	1.08	57,852	1.12
Pennsylvania	386,977	6.50	463,339	6.46	359,822	6.50	413,057	7.20	302,867	7.28	367,310	7.28	435,035	6.88	336,446	6.95	257,764	7.38	228,733	7.22	355,130	6.97
Rhode Island	23,996	.40	32,537	.45	27,183	.49	27,728	.48	20,027	.48	24,516	.48	32,884	.52	24,463	.51	19,816	.57	18,261	.58	25,142	.50
South Carolina	52,355	.88	60,217	.84	47,052	.85	54,251	.95	37,789	.91	49,138	.97	58,073	.92	45,543	.95	30,599	.88	28,705	.92	46,372	.91
South Dakota	19,874	.33	24,112	.34	22,164	.40	21,598	.38	17,678	.43	22,403	.44	28,158	.45	22,215	.46	14,338	.41	10,808	.34	20,335	.40
Tennessee	90,605	1.52	118,864	1.66	91,224	1.65	88,369	1.54	59,426	1.43	70,924	1.40	105,144	1.66	78,850	1.64	60,141	1.72	59,732	1.89	82,328	1.61
Texas	345,288	5.80	429,931	6.00	349,509	6.31	321,374	5.60	238,687	5.74	288,935	5.71	366,050	5.79	243,837	5.04	168,379	4.82	139,780	4.42	289,178	5.52
Utah	24,029	.40	27,262	.38	19,366	.35	21,884	.38	18,190	.44	21,923	.43	27,670	.44	21,366	.44	13,874	.40	12,278	.39	20,784	.40
Vermont	13,789	.23	14,653	.20	11,926	.22	12,672	.22	8,818	.21	11,457	.23	13,554	.22	13,355	.28	8,991	.26	8,164	.26	11,738	.23
Virginia	117,344	1.97	135,549	1.89	113,992	2.06	108,232	1.89	89,228	2.15	104,683	2.07	138,886	2.07	104,106	2.15	73,515	2.11	67,435	2.13	104,497	2.05
Washington	75,960	1.28	89,231	1.24	63,579	1.15	68,202	1.19	56,449	1.36	70,792	1.40	91,061	1.44	74,241	1.54	54,109	1.55	47,711	1.51	69,134	1.37
West Virginia	53,408	.90	54,951	.77	39,154	.71	43,875	.76	32,631	.78	41,345	.82	45,807	.72	36,293	.75	25,098	.72	22,882	.72	39,544	.75
Wisconsin	131,296	2.20	151,246	2.11	120,572	2.18	132,309	2.31	97,225	2.34	121,821	2.41	151,161	2.39	120,845	2.50	84,224	2.41	71,116	2.25	118,182	2.31
Wyoming	12,087	.20	14,970	.21	12,910	.23	13,317	.23	11,104	.26	12,837	.25	17,804	.28	12,023	.25	8,766	.25	7,049	.22	12,287	.24
District of Columbia	26,506	.44	34,729	.48	25,169	.46	24,892	.43	20,930	.50	26,233	.53	33,466	.53	29,209	.60	25,270	.72	23,186	.73	26,959	.54
TOTAL	5,955,248	100%	7,169,908	100%	5,535,464	100%	5,738,989	100%	4,158,394	100%	5,060,903	100%	6,326,438	100%	4,838,342	100%	3,490,952	100%	3,167,231	100%	5,144,187	100%

Signs of a LIVE Automotive Market



Milwaukee's 1957 Auto Show attendance shattered all records with 134,194—exceeding Detroit's show attendance by 6,000.

Milwaukee county tops all of the nation's 25 largest counties in the proportion of consumer spending units with incomes of $4,000 to $6,999, and is sixth in the group over $7,000.

New car sales in Milwaukee county in the first six weeks of 1957 exceeded the same period a year ago by 23%.

9 out of 10 new car buyers in the Milwaukee metropolitan area read The Milwaukee Journal regularly. In 1956, The Journal was third among all United States newspapers in automotive linage, second in total advertising and first in ROP color advertising. It's a better buy in 1957, and you can get full showroom color in your Journal advertising at a milline rate lower than B&W in many newspapers.

THE MILWAUKEE JOURNAL

National Representatives, O'Mara & Ormsbee, Inc

New York Chicago Detroit San Francisco Los Angeles

1956 Motor Vehicle Registrations in 115 Leading Counties

STATE	COUNTY	PRINCIPAL CITY	PASSENGERS	TRUCKS
Alabama	Jefferson	Birmingham	166561	26035
	Mobile	Mobile	76509	12995
Arizona	Maricopa	Phoenix	157507	37890
California	Alameda	Oakland	307704	36592
	Contra Costa	Richmond	129524	16341
	Fresno	Fresno	118825	27944
	Los Angeles	Los Angeles	2203553	250602
	Orange	Santa Ana	168510	22339
	Sacramento	Sacramento	138651	28308
	San Bernardino	San Bernardino	152216	23891
	San Diego	San Diego	275914	31812
	San Francisco	San Francisco	236938	45225
	San Mateo	San Mateo	134816	14236
	Santa Clara	San Jose	176037	26353
Colorado	Denver	Denver	183779	27359
Connecticut	Fairfield	Bridgeport	230162	24046
	Hartford	Hartford	197652	20897
	New Haven	New Haven	192849	25185
Florida	Dade	Miami	284421	35422
	Duval	Jacksonville	115885	18894
	Hillsborough	Tampa	111252	20931
	Pinellas	St. Petersburg	99482	11123
Georgia	Chatham	Savannah	44220	7732
	DeKalb)	Atlanta	44769	5809
	Fulton)		176450	31397
Illinois	Cook	Chicago	1369437	112950
Indiana	Allen	Fort Wayne	72674	12095
	Lake	Gary	145663	19479
	Marion	Indianapolis	222722	33635
	St. Joseph	South Bend	78231	10672
	Vanderburgh	Evansville	52050	9085
Iowa	Polk	Des Moines	83073	12753
Kansas	Sedgwick	Wichita	120491	20015
	Wyandotte	Kansas City	64062	9622
Kentucky	Jefferson	Louisville	175802	24707
Louisiana	Caddo Parish	Shreveport	64427	13146
	East Baton Rouge	Baton Rouge	59456	10214
	Orleans Parish	New Orleans	139810	20401
Maryland	Baltimore City)	Baltimore	269972	35333
	Baltimore County)		74686	8735
Massachusetts	Bristol	Fall River-New Bedford	115242	14688
	Essex	Lynn	158596	16982
	Hampden	Springfield	123037	15325
	Middlesex	Cambridge	334862	33796
	Norfolk	Quincy	147917	12542
	Suffolk	Boston	173209	26099
	Worcester	Worcester	166225	22050
Michigan	Genesee	Flint	126820	13159
	Kent	Grand Rapids	120418	15531
	Oakland	Pontiac	207618	19111
	Wayne	Detroit	861304	80629
Minnesota	Hennepin	Minneapolis	261074	31024
	Ramsey	St. Paul	134439	17568
Missouri	Clay-Jackson	Kansas City	19098	3998
	St. Louis City)	St. Louis	256547	36864
	St. Louis County)		145799	14297
Nebraska	Douglas	Omaha	99381	13871
New Jersey	Bergen	Hackensack	252272	21039
	Camden	Camden	105828	11333
	Essex	Newark	285555	34791
	Hudson	Jersey City	148693	16933
	Mercer	Trenton	83569	10592
	Middlesex	New Brunswick	117699	12676
	Passaic	Paterson	124635	13860
	Union	Elizabeth	168411	15004
New York	5 Boroughs	New York	1311913	118257
	Albany	Albany	74533	13465
	Erie	Buffalo	311589	32605
	Monroe	Rochester	178240	17746
	Nassau	Hempstead	417779	30033
	Onondaga	Syracuse	125661	15448
	Suffolk	Kings Park	176682	20171
	Westchester	Yonkers	257658	20929
New Mexico	Bernalillo	Albuquerque	229566	65075
North Carolina	Mecklenburg	Charlotte	74305	13784
Ohio	Cuyahoga	Cleveland	524067	44687
	Franklin	Columbus	204100	26762
	Hamilton	Cincinnati	233885	26461
	Lucas	Toledo	148707	15056
	Montgomery	Dayton	167503	16992
	Stark	Canton	107846	13980
	Summit	Akron	159557	16847
	Trumbull)	Youngstown	62717	6881
	Mahoning)		89023	9870
Oklahoma	Oklahoma	Oklahoma City	139585	27396
	Tulsa	Tulsa	121295	23574
Oregon	Multnomah	Portland	194071	29837
Pennsylvania	Allegheny	Pittsburgh	422999	47616
	Delaware	Chester	153972	11224
	Erie	Erie	77319	10141
	Lackawanna	Scranton	60597	9491
	Luzerne	Wilkes-Barre	97163	14703
	Montgomery	Norristown	157441	18079
	Philadelphia	Philadelphia	444558	57438
	Westmoreland	North Kensington	93324	13454
Rhode Island	Providence	Providence	174727	24053
Tennessee	Davidson	Nashville	101899	15193
	Hamilton	Chattanooga	61494	10268
	Knox	Knoxville	64280	10421
	Shelby	Memphis	143686	21652
Texas	Bexar	San Antonio	167983	27454
	Dallas	Dallas	278170	47047
	El Paso	El Paso	62395	10739
	Harris	Houston	337460	60164
	Nueces	Corpus Christi	62451	13060
	Tarrant	Fort Worth	169807	27527
	Travis	Austin	56254	10105
Utah	Salt Lake	Salt Lake City	106024	17869
Virginia	Henrico	Richmond	99303	19198
	Norfolk	Norfolk	116826	14084
Washington	King	Seattle	287748	42322
	Pierce	Tacoma	94931	15117
	Spokane	Spokane	85695	16555
Wisconsin	Milwaukee	Milwaukee	290849	29916
Dist. of Columbia		Washington	195592	22541
Total of 115 Counties			23630219	2949249
Total of U. S.			49803977	9544082

Cost of Operating Cars in Various Areas

(For 1956 Cars)

Name City (Basing Point)	Fixed Allow. Per Day	Total Per Mile Allow. (in Cents)	*Depre. Adj. Per 1,000 Miles
Portland, Oregon	$1.73	3.75	$11.70
San Francisco, California	1.96	3.70	12.05
Spokane, Washington	1.69	4.10	12.05
Sacramento, California	1.82	4.05	12.05
Boise, Idaho	1.66	4.20	11.70
Tucson, Arizona	1.72	4.05	11.90
Butte, Montana	1.68	4.20	11.80
Denver, Colorado	1.73	4.00	11.90
Las Vegas, New Mexico	1.72	4.00	11.80
El Paso, Texas	1.66	3.80	11.80
Omaha, Nebraska	1.62	3.85	11.05
Dodge City, Kansas	1.63	3.70	11.90
Corpus Christi, Texas	1.68	3.80	11.80
Duluth, Minnesota	1.77	3.65	11.60
Des Moines, Iowa	1.69	3.40	11.65
Kansas City, Missouri	1.78	3.40	11.70
Joplin, Missouri	1.72	3.70	11.80
St. Louis, Missouri	1.80	3.50	11.65
Tulsa, Oklahoma	1.81	3.50	11.90
Fort Smith, Arkansas	1.70	3.85	11.90
Houston, Texas	1.69	3.50	11.80
Jackson, Mississippi	1.74	3.95	12.00
New Orleans, Louisiana	1.66	3.95	11.90
Chicago, Illinois	1.76	3.40	11.65
Milwaukee, Wisconsin	1.74	3.45	11.30
Louisville, Kentucky	1.67	3.60	11.70
Nashville, Tennessee	1.70	3.60	11.80
Birmingham, Alabama	1.61	3.70	11.70
Traverse City, Michigan	1.60	3.70	11.65
Youngstown, Ohio	1.69	3.30	11.60
Syracuse, New York	1.75	3.55	11.35
Elmira, New York	1.72	3.35	11.35
Pittsburgh, Pennsylvania	1.73	3.55	11.65
Williamstown, West Virginia	1.67	3.95	11.60
Chattanooga, Tennessee	1.79	3.95	11.85
Saratoga Springs, New York	2.03	3.60	11.45
New York, New York	2.13	3.30	11.80
Chelsea, Massachusetts	1.91	3.20	11.50
Bayonne, New Jersey	1.87	3.30	11.45
Norfolk, Virginia	1.61	3.45	11.55
Charleston, South Carolina	1.67	3.50	12.00
Miami, Florida	1.75	3.60	11.70
AVERAGE 42 TERRITORIES	$1.74	3.68	$11.72

Applies to mileage in excess of 18,000 annually only. Source: American Automobile Assn.

Each Maker's Percentage Of Trucks on Road

(As of July 1, 1956-1955)

		Pct. 1956	1956 Pos.	Pct. 1955	1955 Pos.	Pct. Change
Chevrolet	3,251,985	34.07	1	33.62	1	+ .45
Ford	2,548,350	26.70	2	26.43	2	+ .27
International	1,039,384	10.89	3	10.90	4	— .01
Dodge-Plymouth	1,007,587	10.56	4	11.11	3	— .55
GMC	750,741	7.87	5	7.57	5	+ .30
Studebaker	273,476	2.87	6	3.10	6	— .23
Willys	175,119	1.84	7	1.93	7	— .09
White-Sterling	113,820	1.19	8	1.16	8	+ .03
Mack	89,133	.93	9	.91	9	+ .02
Diamond T	49,760	.52	10	.57	10	— .05
Divco	45,494	.48	11	.49	11	— .01
Reo	40,324	.42	12	.45	12	— .03
Brockway	21,987	.23	13	.25	14	— .02
Autocar	21,472	.22	14	.25	13	— .03
Federal	12,149	.13	15	.15	15	— .02
Pontiac	7,926	.08	16	.09	16	— .01
Miscellaneous	95,375	1.00	—	1.02	—	— .02
Total	9,544,082					

Automotive News Compilation from R. L. Polk & Co. data.

Chrysler vs. General Motors

Stock Price Ranges and Related Items

Year	Approx. Price Range Chrysler	Approx. Price Range GM	Price-Earn. Ratios Chrysler	Price-Earn. Ratios GM	Yield on Average Chrysler	Yield on Price GM
Current	71	40	10.8*	13.3*	4.2*	5.0*
1956	87 - 60	49 - 40	38.2 -26.3	16.2 -13.2	4.1	4.5
1955	102 - 66	54 - 30	8.9 - 5.7	12.6 - 7.0	4.8	5.2
1954	70 - 56	33 - 19	53.0 -42.5	10.9 - 6.4	7.1	6.4
1953	96 - 59	23 - 18	11.2 - 6.9	10.4 - 8.1	7.8	6.5
1952	98 - 68	24 - 17	10.8 - 7.5	11.0 - 8.0	7.2	6.7
1951	82 - 65	18 - 15	9.9 - 7.9	9.6 - 8.2	10.2	8.0
1950	84 - 62	18 - 11	5.7 - 4.2	5.9 - 3.6	13.3	13.5
1949	68 - 44	12 - 9	4.5 - 2.9	5.0 - 3.5	9.3	12.8
1948	66 - 51	11 - 8	6.4 - 4.9	6.8 - 5.2	6.8	7.7
1947	57 - 43	11 - 9	8.7 - 5.5	10.5 - 8.3	5.2	5.1
1946	70 - 37	13 - 8	22.8 -12.1	45.7 -27.3	2.8	3.5
1941	36 - 21	8 - 6	7.8 - 4.5	10.9 - 6.4	10.5	9.7
1940	46 - 26	9 - 6	10.5 - 6.1	13.1 - 8.6	7.6	8.0
1939	47 - 26	10 - 6	11.1 - 6.3	14.1 - 9.0	6.8	7.5
1938	44 - 17	9 - 4	20.4 - 8.2	24.9 -11.7	3.2	3.8
1937	67 - 23	12 - 5	11.6 - 4.0	16.1 - 6.5	11.0	7.6
1936	69 - 42	13 - 9	9.7 - 6.0	14.4 -10.1	10.7	6.9
1935	47 - 15	10 - 4	11.7 - 3.8	16.1 - 7.2	3.2	5.2
1932	11 - 2½	4 - 1	deficit	deficit	7.5	7.8
1929	67 - 13	15 - 5	27.4 - 5.3	16.7 - 6.1	3.7	5.7

*Based on estimated 1957 earnings of $6.00 per share for Chrysler and $3.00 per share for General Motors. Current annual dividend rates are $3.00 for Chrysler and $2.00 for General Motors.

Source: Argus Research Corp.

Put new "pep" into aging engines with BUICK

FACTORY ENGINEERED

Krome Piston Rings

See Section 2-E in Your Buick Shop Manual

Krome Compression Rings restore original power—are factory-seated for fast break-in—stand up better under high-compression heat and load.

Krome Oil Rings assure lasting low-cost oil control—even in out-of-round bores — with chrome-faced steel rails and exclusive Full-Flow Spring.

Buy Them From Your Buick Dealer—at your full discount—for profitable, satisfactory ring replacement in the Buicks you service.

Did You Know that only 1957 Buicks have the new rustproof rubber fuel line, with replaceable fuel filter located at the gas tank outlet?

ENGINEER APPROVED ACCESSORIES

BUICK

FACTORY ENGINEERED PARTS

BETTER WORK WITH

FACTORY ENGINEERED PARTS

SEE YOUR BUICK DEALER—*Your One-Stop Source of Buick Parts*

Total Trucks in Operation, Makes by Year Models

(As of July 1, 1956)

Make	July 1 Totals	1956	1955	1954	1953	1952	1951	1950	1949	1948	1947	1946	1945	1944	1943	1942	1941	1940	1939	1938	Prior To 1938	Year Not Given
Autocar	21472	.....	.....	1095	1348	1269	1741	1494	1188	1884	2949	2777	1250	583	134	567	973	483	399	231	716	391
Brockway	21987	680	1096	1544	1852	1520	2029	2017	1194	1934	2565	2056	998	457	39	96	627	299	256	148	427	153
Chevrolet	3251985	116620	371031	252385	281336	248868	344483	362827	299390	253404	157266	184720	19048	7845	1636	47062	89431	60923	40107	25457	79300	8846
Diamond-T	49760	2349	3260	2479	2922	2900	3704	4058	3377	6804	5915	2472	1460	575	140	548	1529	1133	828	636	2429	242
Divco	45494	1872	3046	2628	2697	2810	4011	4458	3513	5384	5224	3594	1350	275	88	510	1648	884	743	447	199	113
Dodge-Plymouth	1007587	36240	62271	54415	83273	94011	84282	100652	97492	92281	84470	72774	11371	3540	1260	17369	33776	20961	16757	7902	29391	3099
Federal	12149	47	68	293	584	620	820	830	670	1824	2460	1461	649	301	161	272	231	168	114	85	424	61
Ford	2548350	182057	260363	204525	239888	184670	239155	284658	175843	187221	126208	113550	25064	9310	4563	31937	63654	43315	28485	17237	119222	7425
GMC	750741	55149	69042	51886	85815	71093	82193	95042	61900	59891	32751	15893	6308	2693	1400	10775	16162	10286	6582	3142	9989	2749
International	1039384	57015	95978	79520	79143	93209	90125	78303	85122	96369	84513	56793	16775	7778	2399	14050	33856	19625	13489	10884	21330	3108
Mack	89133	6829	10184	6282	5875	6230	8414	7467	4909	6406	8203	2684	2650	1247	226	988	3129	1908	1413	821	2634	634
Pontiac	7926	.....	.....	423	968	673	1249	1440	1054	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	2119
Reo	40324	1975	2627	2113	3119	2762	2634	2429	2568	6674	4945	3955	1243	257	89	614	390	92	104	284	1159	291
Studebaker	273476	4465	12744	5449	24839	26456	30989	33309	63997	19150	26996	15839	1622	790	281	980	2234	445	538	361	1227	765
White-Sterling	113820	8189	12340	10067	10418	9605	10849	10336	5881	8056	8839	5618	3276	1401	513	1336	2398	979	617	501	1990	611
Willys	175119	8628	10716	7959	13851	10859	19679	16148	18421	35334	15158	11284	1253	499	662	1795	757	648	195	246	348	679
Miscellaneous	95375	6577	8638	5765	5729	5919	6803	5786	5023	6841	8246	5883	2218	997	450	1462	2503	1937	1329	1065	7349	4855
TOTALS	9544082	488692	923404	688828	843657	763474	933160	1011260	831542	789457	576708	501353	96535	38548	14041	130361	253298	164086	111956	69447	278134	36141

Title, License Plate, Sales and Use Tax Information Pertaining to Motor Vehicles in Various States

(As of March 1, 1957)

STATE	Certificate of Title	Disposition of License Plates	Sales Tax	Use Tax on Out of State New Car Purchase
Alabama	No	Accompany Vehicle	1%	1%
Arizona	Yes	Accompany Vehicle	2%	2%
Arkansas	Yes	Accompany Vehicle	2%	2%
California	Yes	Accompany Vehicle	3%	3%
Colorado	Yes	Retained by Seller	2%	2%
Connecticut	No	Cancelled by Sale	3%	3%
Delaware	Yes	Accompany Vehicle#	None	None
District of Columbia	Yes	Retained by Seller	Excise 2%	Excise 2%
Florida	Yes	Accompany Vehicle	On Accessories	None
Georgia	No	Accompany Vehicle	3%	3%
Idaho	Yes	Accompany Vehicle	None	None
Illinois	Yes	Retained by Seller	2½% and ½% City	2½%
Indiana	Yes	Retained by Seller	None	None
Iowa	Yes	Accompany Vehicle	2½%	2%*
Kansas	Yes	Retained by Seller	2%	2%*
Kentucky	No	Accompany Vehicle	Use 3%	3%
Louisiana	Yes	Accompany Vehicle	Use 2% and 1% City	2%*
Maine	No	Retained by Seller	2%	2%
Maryland	Yes	Retained by Seller	Excise 2%	Excise 2%
Massachusetts	No	Retained by Seller	None	None
Michigan	Yes	Accompany Vehicle	3%	3%
Minnesota	No	Accompany Vehicle	None	None
Mississippi	No	Accompany Vehicle	2%	2%
Missouri	Yes	Retained by Seller	2%	2%
Montana	Yes	Accompany Vehicle	⅜ to 1½%	⅜ to 1½%
Nebraska	Yes	Retained by Seller	None	None
Nevada	Yes	Accompany Vehicle	2%	2%
New Hampshire	No	Retained by Seller	None	None
New Jersey	Yes	Retained by Seller	None	None
New Mexico	Yes	Accompany Vehicle	Excise 1%	Excise 1%
New York	No	Retained by Seller	None	None
North Carolina	Yes	Accompany Vehicle	1% (Max. $80)	1% (Max. $80)
North Dakota	Yes	Accompany Vehicle	Excise 2%	2%
Ohio	Yes	Retained by Seller	3%	3%
Oklahoma	Yes	Accompany Vehicle	Excise 2%	Excise 2%
Oregon	Yes	Accompany Vehicle	None	None
Pennsylvania	Yes	Retained by Seller	3%	3%
Rhode Island	No	Retained by Seller	2%	2%
South Carolina	No	Accompany Vehicle	3%	3%
South Dakota	Yes	Accompany Vehicle	2%	2%
Tennessee	Yes	Retained by Seller	3%	3%
Texas	Yes	Accompany Vehicle	1 1/10 %	1 1/10 %
Utah	Yes	Cancelled by Sale	2%	2%*
Vermont	No	Retained by Seller	None	None
Virginia	Yes	Retained by Seller	None	None
Washington	Yes	Accompany Vehicle	3⅓%	3⅓%
West Virginia	Yes	Retained by Seller	Privilege 2%	Privilege 2%
Wisconsin	Yes	Retained by Seller	None	None
Wyoming	Yes	Retained by Seller	2%	2%

Or seller may retain same plate—fee $5.

* Use Tax not required if equivalent Sales Tax was paid in State of Purchase.

Compiled by the Chicago Automobile Trade Association.

State Taxes on Motorists in 1956

	Total State Tax Revenue (000)	Motor Fuels (000)	Motor Vehicles (000)	Motor Vehicle Operators (000)	Total Motor Vehicle, Fuels and License Tax (000)	% Motor Vehicle to Total State Taxes (000)
Alabama	$ 212,124	$ 59,701	$ 4,161	$ 1,119	$ 64,981	30.63
Arizona	99,616	18,904	6,354	393	25,651	25.75
Arkansas	117,183	33,376	11,435	747	45,558	38.88
California	1,532,872	274,107	102,363	5,854	382,324	24.94
Colorado	144,298	31,015	11,567	413	42,995	29.80
Connecticut	205,629	39,104	11,634	1,075	51,813	25.20
Delaware	49,000	6,762	3,421	327	10,510	21.45
Florida	335,376	91,691	39,361	2,031	133,083	39.68
Georgia	295,574	71,631	12,929	1,547	86,107	29.13
Idaho	46,678	13,987	6,757	256	21,000	44.99
Illinois	641,143	128,152	80,711	1,948	210,811	32.88
Indiana	277,694	60,557	34,104	(1)	(1) 94,661	34.09
Iowa	230,379	54,472	40,692	1,303	96,467	41.87
Kansas	159,765	35,066	19,386	1,541	55,993	35.05
Kentucky	171,319	51,121	9,882	861	61,864	36.01
Louisiana	337,236	53,239	10,623	795	64,657	19.17
Maine	66,465	19,814	7,562	819	28,195	42.42
Maryland	248,670	44,806	20,906	491	66,203	26.62
Massachusetts	387,303	60,118	16,244	6,213	82,575	21.32
Michigan	758,369	132,990	67,573	2,706	203,269	26.80
Minnesota	283,894	47,899	32,386	1,521	81,806	28.82
Mississippi	141,244	39,495	4,384	577	44,456	31.47
Missouri	257,364	40,688	31,859	1,006	73,553	28.58
Montana	49,054	17,200	2,698	437	20,335	41.45
Nebraska	74,461	30,388	5,097	1,356	36,841	49.48
Nevada	29,203	7,468	2,460	154	10,082	34.52
New Hampshire	30,790	8,489	5,364	608	14,461	46.97
New Jersey	256,799	69,465	48,267	(2) 7,668	(2) 125,400	48.83
New Mexico	92,683	20,516	9,092	430	30,038	32.41
New York	1,356,611	125,425	118,919	13,670	258,014	19.02
North Carolina	352,531	87,522	25,697	1,021	114,240	32.41
North Dakota	52,260	12,052	8,426	740	21,218	40.60
Ohio	636,063	136,637	72,519	1,687	210,843	33.15
Oklahoma	229,198	51,598	30,154	2,507	84,259	36.76
Oregon	162,012	33,545	24,329	733	58,607	36.17
Pennsylvania	702,144	155,116	72,210	6,281	233,607	33.27
Rhode Island	60,529	9,249	5,480	775	15,504	25.61
South Carolina	178,915	44,040	7,267	881	52,188	29.17
South Dakota	48,363	11,224	5,638	2	16,864	34.87
Tennessee	249,959	65,433	21,939	2,068	89,440	35.78
Texas	602,496	151,188	54,906	5,325	211,419	35.09
Utah	68,627	14,527	4,580	120	19,227	28.02
Vermont	32,014	6,477	5,467	426	12,370	38.64
Virginia	226,507	65,449	19,407	380	85,236	37.63
Washington	337,774	53,794	15,206	2,121	71,121	21.06
West Virginia	144,064	26,587	14,905	440	41,932	29.11
Wisconsin	328,538	62,371	36,026	780	99,177	30.19
Wyoming	34,238	8,114	4,710	183	13,007	37.99
TOTAL	$13,335,028	$2,682,569	$1,207,057	$84,336	$3,973,962	29.80

(1) Amount for motor vehicles includes operators' licenses.
(2) Fiscal 1955 amount; 1956 data not available.
Compiled from data from Governments Div., Bureau of the Census.

Canadian Sales and Excise Taxes

Remitted to the Federal Government by the Canadian Automobile Industry—1956

	Sales Tax	Excise Tax	Total
January	$ 5,731,690	$ 4,732,085	$ 10,463,775
February	6,182,245	4,814,144	10,996,389
March	7,968,227	6,382,795	14,351,022
April	11,820,296	9,731,421	21,551,717
May	11,942,913	9,018,878	20,961,791
June	10,990,678	7,823,052	18,813,730
July	10,144,599	7,197,924	17,342,523
August	8,408,465	6,014,673	14,423,138
September	4,497,915	2,535,980	7,033,895
October	3,892,306	2,061,628	5,953,934
November	6,416,757	4,159,769	10,576,526
December	9,956,513	7,786,493	17,743,006
12 Months 1956	$97,952,604	$72,258,842	$170,211,446
12 Months 1955	$91,671,300	$80,518,462	$172,189,762
12 Months 1954	$66,130,363	$71,690,685	$137,821,048

Time-clocks don't mean a thing to the new White Trucks. Day and night they stay right on the job.

And they crowd more work into each hour for traffic managers and transportation executives everywhere, who prefer Whites because they save time and operate higher mileages on tighter schedules than ever before.

Saving time isn't the only reason the leaders in so many businesses prefer Whites. These modern White highway tractors—like the Model 9000 shown above are engineered for bigger payloads—more deliveries—bigger profits.

An important White design "first", for example, is the 90-inch dimension (front of bumper to back of cab) of this new Model 9000. It permits maximum trailer length and substantially increases payloads for extra profitable business under today's highway laws.

Another evidence of continued White transportation leadership . . . in action!

For MORE PROFIT in Your Business, See Your White Representative

THE WHITE MOTOR COMPANY
CLEVELAND 1, OHIO

White

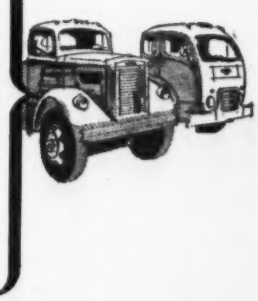
AUTOCAR DIVISION
Exton, Pa.

WHITE DIESEL ENGINE DIVISION
Springfield, Ohio

THE WHITE MOTOR COMPANY OF CANADA LIMITED
Toronto, Ontario

For more than 55 years the greatest name in trucks

WHITE builds a complete line of highway tractors—gasoline or diesel-powered



Last year New Yorkers –
in city and suburbs – bought

485,399 NEW CARS

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Total Passenger Cars in Operation, Makes by Year Models

(As of July 1, 1956)

Make	July 1 Totals	1956	1955	1954	1953	1952	1951	1950	1949	1948	1947	1946	1942-1945	1941	1940	1939	1938	Prior To 1938	Year Not Given
Buick	4043248	346011	700506	422037	452919	280696	365891	591785	264448	156944	153384	73697	15197	77398	58500	26923	18022	33556	5334
Cadillac	923357	94852	127205	86926	97374	80472	95901	92893	80888	43998	45031	19459	6254	25774	9797	6121	2768	6020	1624
Chevrolet	11741695	967887	1636048	1110864	1290270	789930	1163727	1290311	946388	621091	532819	285968	84302	364752	234078	143331	77161	185816	16952
Chrysler	1268744	78970	147506	94004	151910	85257	130736	157333	123905	88965	69155	43886	6704	39822	20714	10597	5320	11720	2240
DeSoto	979649	67096	108050	71316	120213	78844	91221	120671	97056	69328	53895	36528	4920	23278	15078	8459	4006	8394	1296
Dodge	2573739	147229	262297	153409	289758	211157	249265	315841	264013	183182	170243	100776	18939	59551	49598	29031	13454	52266	3730
Ford	9619065	978318	1348362	1098286	1168988	621452	919092	1098029	890398	190628	282602	267401	54512	170689	133145	67912	26879	288864	13508
Frazer	68932	.....	.....	.....	.....	.....	7763	1385	13603	23487	21730	.....	.....	.....	.....	.....	.....	.....	964
Henry J	89102	.....	.....	794	12698	18660	55629	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	1321
Hudson	697709	15706	39890	44558	58736	61954	111950	100319	112262	62068	33985	25669	3710	9425	6172	2726	1432	6161	986
Kaiser	289727	168	499	6787	26361	29484	109162	13161	43986	40501	18623	.....	.....	.....	.....	.....	.....	.....	995
Lincoln	278206	32579	25635	33753	37003	24631	27901	24453	48179	4408	6707	3784	885	2762	2030	1128	625	1334	409
Mercury	2160885	205103	312702	244091	288315	158643	276634	262838	229621	35503	53099	44648	5558	19199	13802	7433	.....	.....	3696
Nash	1066592	37539	91202	77968	113684	131319	195268	138136	90629	72648	51120	35125	3629	9475	6023	3154	2028	6229	1416
Oldsmobile	2994090	299518	550924	334892	314075	194930	256980	362740	236712	126864	112131	54880	9770	52400	34051	16155	7310	25873	3885
Packard	595547	15793	49977	28904	81890	57676	85533	59678	71021	57811	22091	14214	5421	12839	12258	5565	3468	10392	1016
Plymouth	4944040	319333	607185	386386	569569	332255	519681	531908	502987	295127	252590	154002	35548	157147	98902	57348	28936	88117	7019
Pontiac	3320782	251836	522344	273012	391362	250479	336965	405349	263585	192132	153275	78233	17069	72049	43784	23565	10494	30391	4858
Studebaker	1440099	43191	109930	67356	145754	156732	224829	288841	107302	132781	86369	10416	8056	23755	13301	8110	2985	8131	2260
Willys	368554	7852	16517	16739	51568	40310	33565	35613	32179	45338	36082	26729	12236	4466	2937	897	757	2674	2095
Miscellaneous	340215	54495	44138	30836	38040	33239	32382	22693	15012	23442	7070	2060	1346	1747	1295	1225	772	8264	22159
TOTALS	49803977	3963476	6700917	4582918	5700487	3638120	5290075	5913977	4434174	2466246	2162001	1277475	294056	1126528	755465	419680	206417	774202	97763

—Compiled by R. L. Polk & Co.

Total Passenger Cars in Operation, States by Makes

As of July 1, 1956

STATE	Total	Buick	Cadillac	Chevrolet	Chrysler	DeSoto	Dodge	Ford	Frazer	Henry J	Hudson	Kaiser	Lincoln	Mercury	Nash	Oldsmobile	Packard	Plymouth	Pontiac	Studebaker	Willys	Misc.	STATE
Alabama	775554	53189	9798	230381	13158	8964	29879	180732	742	1605	7915	3097	3360	33711	10344	37317	5654	71459	46581	18890	6298	2480	Alabama
Arizona	310648	24506	7247	74075	8211	5501	14232	61066	581	753	5219	1904	2101	13952	6963	16914	4141	28112	18294	11234	2566	3096	Arizona
Arkansas	372615	21533	4008	107879	5804	4940	16071	88800	382	805	3522	1746	1367	15547	5415	16912	2611	39241	21737	9336	3585	1174	Arkansas
California	5109326	435173	159582	1077330	145310	113142	250053	913934	8124	5570	78181	28304	41050	260827	112000	320242	66357	439796	325470	194990	43375	90496	California
Colorado	554845	42622	10772	136543	16123	9002	26516	103454	870	597	11146	2533	4032	27434	13456	32301	6701	48813	33749	14879	10632	2670	Colorado
Connecticut	780576	66886	18933	155656	24767	17056	47724	125667	785	1956	11980	4281	5108	33552	19383	52663	12960	81942	59447	22992	6864	9974	Connecticut
Delaware	151456	13068	2880	37223	3503	2595	7710	26778	249	173	1782	1324	968	5642	2538	10583	1862	14457	11153	5556	365	1047	Delaware
District of Columbia	195592	17336	4879	39724	6253	4525	11855	30940	156	410	2677	782	1292	7321	2910	13201	2963	27113	14104	4373	851	1927	District of Columbia
Florida	1295510	106927	40084	284878	34607	23197	63258	250152	1881	3967	17944	7185	11297	59920	26616	81775	18417	114848	80429	36805	16297	15026	Florida
Georgia	915361	60894	12922	254979	14097	10300	37497	236658	487	1850	6826	2575	3601	40455	10696	45531	6716	79921	58604	22110	3414	5228	Georgia
Idaho	213646	17400	3414	50119	5756	4126	10643	37289	589	271	4647	1584	1317	9697	5830	12824	2390	18877	12969	9052	4696	956	Idaho
Illinois	2955352	280624	61773	638499	81299	62863	157904	496478	5001	3763	59101	19473	17673	133018	81118	196428	38182	307152	200744	83117	17482	13660	Illinois
Indiana	1462164	124893	21215	349976	35647	30228	72724	265956	2078	2673	22646	9245	7082	54388	34105	86535	16181	149632	98361	46060	7441	5098	Indiana
Iowa	909564	63216	9556	243525	21582	14295	46153	194216	2310	893	11704	6964	3641	38011	18636	47213	8356	90692	54559	26480	5444	2078	Iowa
Kansas	743417	52068	8053	201178	16135	10795	34313	160774	1496	1371	11634	4986	3189	31209	17762	38307	7188	70126	46633	20370	3729	2101	Kansas
Kentucky	750475	55321	8371	217122	14561	10101	33806	162759	1030	1100	9406	3923	2306	26545	12948	38879	6787	71765	46207	18506	7968	2044	Kentucky
Louisiana	725174	48665	10044	200790	13196	10276	30566	165410	750	1426	5456	3738	3107	29664	9109	38548	6050	69777	48308	21331	5982	2981	Louisiana
Maine	249632	18944	3406	61956	5578	4936	13943	43671	332	830	4680	1488	1054	9031	6142	13229	2806	26922	18020	7091	3972	1601	Maine
Maryland	721582	56148	10779	175140	18632	14242	40098	130224	792	2233	10896	4155	3904	27442	14775	38780	10043	84754	48721	21124	4608	4092	Maryland
Massachusetts	1406660	115524	26896	288044	37558	33943	79130	247852	1293	2789	20692	6679	7720	55288	39926	105643	16765	156686	104603	37097	9342	13190	Massachusetts
Michigan	2484605	223022	39081	567634	53426	45416	122193	553904	2437	3995	35183	14244	14381	113339	49984	150095	26694	226519	171077	49850	12978	9153	Michigan
Minnesota	1065764	78813	13099	266154	27902	19623	49673	222475	2169	1300	15767	8801	4462	43548	23600	60632	13002	107331	64213	34887	5611	2702	Minnesota
Mississippi	408922	26870	4274	119286	7380	4790	15046	101564	352	807	2935	1513	1448	16295	5038	17743	2836	40940	24793	10244	3242	1526	Mississippi
Missouri	1191030	80077	15104	328126	23926	22318	53884	238031	1572	1304	11654	6269	4560	51038	28745	61985	11726	133645	73718	29588	7546	6214	Missouri
Montana	213819	14943	3150	52875	5746	3432	10853	41516	426	283	4776	1340	1273	9461	4656	12552	2752	19345	11603	7984	3814	1039	Montana
Nebraska	482078	33641	4426	131059	12144	6172	20528	113998	942	540	4874	2930	1968	21675	7830	21654	4315	48011	27472	13928	3037	934	Nebraska
Nevada	94467	7786	3857	17444	3138	2123	4381	16643	175	98	1449	460	1069	4824	1896	6337	1687	8310	6406	4165	1129	1090	Nevada
New Hampshire	162817	11997	2290	39645	3621	2797	9030	29585	161	397	3360	844	859	6348	4533	9373	1787	16180	12105	4514	2056	1335	New Hampshire
New Jersey	1790711	153570	36340	369147	55295	42984	111912	283370	3042	4509	29326	12745	10456	85738	38326	112376	27861	191461	145576	51974	11101	13602	New Jersey
New Mexico	229566	17412	4269	59605	5618	3347	10014	45788	324	335	2635	1082	1597	12063	4044	12697	2343	19318	14516	7545	3661	1353	New Mexico
New York	4015524	377673	91473	778927	136455	107258	270904	607926	4991	8742	57699	24532	25092	172032	90066	290023	58186	432129	307303	105256	29204	39653	New York
North Carolina	1085436	73056	14686	297298	18066	14939	42371	277644	1047	2645	9381	4524	4225	43703	13979	60003	9244	94918	69581	25617	5096	3413	North Carolina
North Dakota	192679	11288	1488	52662	4993	3485	8585	45583	374	138	2092	1276	781	7693	3564	8501	1661	21723	9383	5320	1739	270	North Dakota
Ohio	2962947	262084	52080	650203	82267	67282	172838	545664	4029	5613	43317	20534	16956	130651	61260	186087	38855	295313	218623	76079	21169	12043	Ohio
Oklahoma	706211	51008	10432	195644	12518	10252	27624	168610	774	692	6909	2318	3355	33728	11675	37978	5549	65375	44641	17434	2553	2142	Oklahoma
Oregon	603632	46057	10330	143926	16363	13769	30478	108063	1415	1097	10589	4743	4006	26312	17124	35582	7485	65372	38213	21548	5401	5539	Oregon
Pennsylvania	3134941	266959	51960	681301	96701	79280	193021	522144	3969	7245	46192	22676	16483	121752	71158	188582	52110	380172	208498	86465	23707	14566	Pennsylvania
Rhode Island	251690	18994	5371	55407	7051	5277	14223	43464	328	602	3880	1606	1322	9586	7401	17084	3108	30394	15436	7650	1543	1963	Rhode Island
South Carolina	578952	34111	7135	176233	7045	6526	20952	155675	364	1413	5350	1629	1998	21661	7275	30348	4416	47281	33145	11942	2025	2428	South Carolina
South Dakota	215524	14601	1912	57516	4909	3253	10650	47285	647	252	2875	1703	955	10006	4474	10486	2593	22063	11349	6354	1096	545	South Dakota
Tennessee	811877	58920	10451	228644	13871	11512	36504	182009	692	1518	7610	2939	2684	30377	12512	40699	6815	82511	51693	20257	6299	3360	Tennessee
Texas	2645634	197394	47431	728176	49480	31124	114642	604231	2018	3519	20157	8389	13790	126342	34389	153447	19284	228728	165115	71347	15132	11529	Texas
Utah	232398	20516	5396	51534	6943	5758	10485	40158	495	269	5012	1772	1743	11678	5326	15141	2834	18717	16368	8087	2848	1098	Utah
Vermont	104838	8440	1267	25212	2767	1807	5815	18645	124	246	1333	605	357	3408	2812	5642	1469	11277	7097	2595	3220	700	Vermont
Virginia	940098	68131	12888	229935	21613	16805	45208	205177	960	2471	12368	5010	4395	37180	14578	48498	10825	104877	60690	25411	7151	5927	Virginia
Washington	890795	67236	15558	200851	25461	20897	47616	163049	2117	1357	15777	7489	5096	34513	24299	54050	12185	86268	53783	33364	8595	9534	Washington
West Virginia	474872	35484	5131	122268	12334	8501	28135	90955	796	1180	6483	2809	2068	17477	9811	22344	6327	55395	29841	12086	4343	1604	West Virginia
Wisconsin	1122042	98696	16072	262604	26535	22287	54722	202590	2077	1421	19570	8523	4884	40494	51274	74948	12807	103703	73410	34411	5398	3616	Wisconsin
Wyoming	110939	9532	1794	27662	3379	2108	5177	20509	187	79	2102	486	774	5289	2091	6078	1461	9679	6401	2784	2949	418	Wyoming
TOTAL	49803977	4043248	923357	11741695	1268744	979649	2573739	9619065	68932	89102	697709	289727	278206	2160885	1066592	2994090	595547	4944040	3320782	1440099	368554	340215	TOTAL

Compiled by R. L. Polk & Co.

Total Trucks in Operation, States by Makes

As of July 1, 1956

STATE	Total	Autocar	Brockway	Chevrolet	Diamond T	Divco	Dodge-Plymouth	Federal	Ford	GMC	International	Mack	Pontiac	Reo	Studebaker	White-Sterling	Willys	Misc.	STATE
Alabama	189135	50	9	76132	246	316	18035	77	50720	16909	16473	1146	61	364	4961	1644	1462	530	Alabama
Arizona	80630	103	11	28451	181	202	8405	38	21540	7500	6661	262	61	295	2594	518	3073	735	Arizona
Arkansas	156186	11		61006	281	3	11924	43	44807	15170	12862	253	10	239	4383	630	1714	2850	Arkansas
California	796328	2400	163	265041	3461	3489	98355	770	206947	79053	69752	4207	1709	3223	19023	8304	10455	19976	California
Colorado	151865	188	7	54604	816	470	14668	192	39708	13335	16254	737	77	528	4679	933	3290	1379	Colorado
Connecticut	97380	1037	770	27481	1191	1416	11695	550	22869	7107	12097	2922	73	774	2977	1693	1574	1154	Connecticut
Delaware	43070	230	55	13403	167	144	4971	29	10672	3013	4065	603	723	127	960	688	1182	2038	Delaware
District of Columbia	22541	75	69	6838	87	718	2363	49	5598	2266	2666	393	56	211	254	486	311	101	District of Columbia
Florida	230995	253	39	78133	996	964	24113	193	66542	16997	19655	3428	106	1338	8258	3113	5363	1504	Florida
Georgia	236782	45	3	85087	414	146	22018	107	72528	17783	21494	1762	53	527	6621	2147	3707	2340	Georgia
Idaho	84086	24	1	27486	511	53	8707	103	19825	8703	10567	328	36	370	3785	311	2356	920	Idaho
Illinois	398544	829	35	130282	5959	2672	43664	441	98774	26874	60190	2436	170	2153	11727	5522	3391	3425	Illinois
Indiana	291687	174	60	94806	1435	1382	31206	195	76025	19383	39690	1268	192	1340	12709	4466	5121	2235	Indiana
Iowa	216872	33		75815	1446	542	20748	70	59271	11775	34337	580	60	738	6751	1210	2219	1277	Iowa
Kansas	226578	19	1	86686	1073	306	19015	212	62202	16560	27911	191	107	689	6497	1089	3256	764	Kansas
Kentucky	185417	71	10	70770	689	299	17380	185	49129	15468	19483	641	126	711	5167	1247	3468	573	Kentucky
Louisiana	176501	46	6	65766	872	160	14109	61	53612	14658	16317	805	51	335	5376	1267	1808	1252	Louisiana
Maine	63356	70	148	20986	182	258	6542	100	16712	5687	7255	1002	59	203	1921	512	1084	635	Maine
Maryland	111957	437	712	37453	377	805	14243	336	28133	7419	13161	1870	62	756	2535	2065	1078	515	Maryland
Massachusetts	172294	2364	1706	44566	1703	3216	20352	369	47433	11088	19052	4871	196	1645	4333	5231	2249	1921	Massachusetts
Michigan	309893	280	33	105276	1077	3308	35977	382	100431	21974	21895	1295	228	1850	7444	2182	4885	1376	Michigan
Minnesota	236641	151	6	76650	1446	858	23614	482	68279	14397	33977	978	115	907	8453	1680	3124	1524	Minnesota
Mississippi	163703	8	3	65914	177	13	12510	48	46162	16639	14387	388	78	121	4278	380	1997	600	Mississippi
Missouri	274362	215	2	108584	1102	1198	26683	190	68622	22625	29545	1002	84	872	7650	3391	1850	747	Missouri
Montana	87479	36		28253	539	59	7805	110	21481	7294	12324	230	19	379	3276	334	4519	821	Montana
Nebraska	144815	29	10	48618	1385	165	11254	116	40591	10017	20972	307	56	331	4890	1004	4023	1047	Nebraska
Nevada	25972	22		7630	90	12	3069	18	6819	2988	2287	54	13	54	1160	74	1188	494	Nevada
New Hampshire	32859	78	77	10101	107	224	3726	34	8540	2426	3233	1059	46	267	759	361	1211	590	New Hampshire
New Jersey	213831	1896	3471	60927	2054	2940	24685	808	51765	18280	22669	6316	544	1013	5089	5061	3788	2525	New Jersey
New Mexico	65075	53	2	26538	143	15	5621	27	15660	6355	5152	547	21	92	2277	480	1001	1091	New Mexico
New York	465836	4340	8983	121775	5360	4745	62047	1794	104263	35796	56303	16925	422	4545	10916	11189	9381	7052	New York
North Carolina	262342	198	29	103488	426	523	25228	152	73530	18027	18713	2512	113	516	8192	2258	7018	1419	North Carolina
North Dakota	92178	12	1	30101	453	44	8370	145	25929	5363	16308	128	11	238	3163	132	1438	342	North Dakota
Ohio	387815	772	156	120549	1817	3740	46783	790	105522	26163	47721	3454	293	2350	10931	8806	6040	1928	Ohio
Oklahoma	234147	55	2	88172	305	403	20453	102	67388	18107	24832	583	65	704	6237	1709	4242	788	Oklahoma
Oregon	160792	234	10	47795	1037	406	18213	373	37274	16002	17863	1586	142	551	5260	1555	9185	3306	Oregon
Pennsylvania	461585	2341	4527	133934	3188	4033	62489	911	112344	32585	56464	9095	570	3116	12594	9846	8784	4744	Pennsylvania
Rhode Island	35120	655	130	9794	313	589	4050	50	9604	1910	4223	757	42	212	894	627	500	770	Rhode Island
South Carolina	131707	110	7	50750	185	56	12572	44	38271	9686	9876	1760	160	293	3210	1608	2477	642	South Carolina
South Dakota	78054	2		24177	577	56	7709	80	19530	4981	13755	61	28	259	2708	160	3610	361	South Dakota
Tennessee	188626	31	34	72263	363	296	18971	157	49139	16973	17982	1441	55	338	5384	2142	1514	1538	Tennessee
Texas	700729	504	9	277471	1484	947	58680	170	203386	55230	59280	2733	217	1165	18492	7486	9741	3734	Texas
Utah	52512	48	1	17694	273	138	5086	80	13132	5326	5973	350	55	165	1546	410	1454	761	Utah
Vermont	24822	24	109	7568	107	43	2980	35	6074	2309	3261	256	12	153	695	76	762	358	Vermont
Virginia	194070	380	247	71107	521	798	21070	238	54485	13293	17871	1886	117	598	5589	2160	2997	713	Virginia
Washington	194305	142	5	56435	996	672	25065	151	48201	18856	25001	1434	168	918	6132	1637	4390	4102	Washington
West Virginia	123631	164	328	39692	449	371	14544	271	30826	10406	11130	1140	89	538	3185	1341	8454	703	West Virginia
Wisconsin	220000	195	1	73357	1383	1261	21460	260	56312	15284	30194	987	164	1115	6154	2350	4690	4833	Wisconsin
Wyoming	48977	38		16580	316	20	4360	11	11723	4701	6251	164	11	98	1387	280	2695	342	Wyoming
TOTAL	9544082	21472	21987	3251985	49760	45494	1007587	12149	2548350	750741	1039384	89133	7926	40324	237476	113820	175119	95375	TOTAL

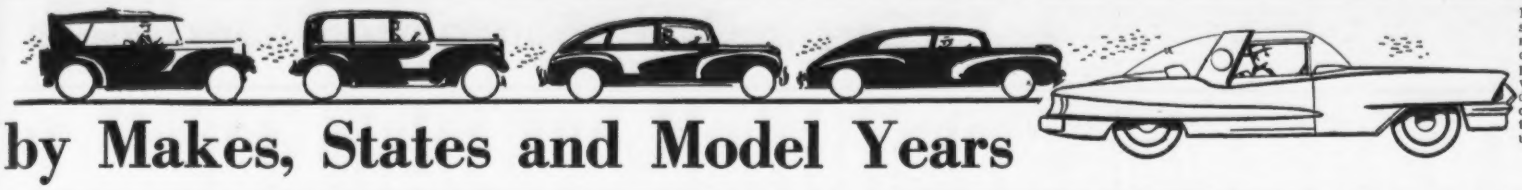
Compiled by R. L. Polk & Co.

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

Cars in Operation in the United States

	Alabama	Arizona	Arkansas	California	Colorado	Connecticut	Delaware	District of Columbia	Florida	Georgia	Idaho	Illinois	Indiana	Iowa	Kansas	Kentucky	Louisiana	Maine	Maryland	Massachusetts	Michigan	Minnesota	Mississippi	Missouri	Montana
Buick July 1, Total	**53189**	**24506**	**21533**	**435173**	**42622**	**66886**	**13068**	**17336**	**106927**	**60894**	**17400**	**280624**	**124893**	**63216**	**52068**	**55321**	**4866**	**18944**	**56148**	**115524**	**223022**	**78813**	**26870**	**80077**	**14943**
'56	5345	1689	1794	36374	2701	4846	1032	1544	9016	6297	1457	24194	10234	4656	3859	4593	4757	1193	4831	8626	25268	6435	2557	5705	1523
'55	8888	3663	3720	78839	5304	9855	2084	3532	18099	10521	2445	51190	22816	9308	8266	8578	8132	2431	9596	17559	53936	11293	4266	14419	1931
'54	4809	2101	2085	38168	3770	6671	1224	1759	11392	5933	1632	34193	14829	6680	5618	5082	5019	1554	7055	11709	30098	8051	2635	8394	1507
'53	6642	2705	2755	37119	4275	7010	1408	1753	12889	7745	1848	35947	14798	6878	6152	6027	6230	1826	6382	12780	28212	9717	3095	9472	1706
'52	3629	1811	1750	25757	3200	4271	856	1154	7792	4630	1442	20678	8903	4290	4033	3707	3716	1216	4681	7616	15003	5666	2077	5670	1210
'51	4998	2272	2111	35644	4446	5774	1067	1472	9568	5953	1731	26389	11710	6227	5159	5098	4503	1674	4377	10108	16887	7520	2582	7534	1533
'50	8718	3842	3379	61543	7858	9433	1622	2503	16150	9542	2569	39965	17849	10620	8165	8639	7778	2883	5965	16017	24749	12827	4287	12041	2359
'49	3023	1600	1203	29606	3038	4955	753	1361	6945	3043	1182	17572	7787	4637	3337	4052	3027	1482	3737	8951	9976	4981	1594	5379	951
'48	1771	1007	696	19781	1838	2975	537	734	3865	1872	696	9159	4541	2605	1847	2416	1490	1000	2890	5412	6600	3110	901	3101	588
'47	1824	1069	734	19031	1911	3084	574	550	3821	1782	699	8511	4487	2444	1852	2698	1443	1095	1930	5718	4903	2911	994	2939	500
'46	967	609	359	10001	931	1478	309	247	1906	859	369	3639	1945	1237	870	1268	741	562	720	2678	2104	1382	464	1372	294
'45-'42	207	175	71	2955	218	288	80	33	353	203	125	601	364	247	188	253	166	105	374	407	313	329	139	288	89
'41	973	676	348	14949	1182	1927	423	231	1840	943	492	2920	1651	1106	1064	1129	702	500	999	2676	1615	1502	502	1353	260
'40	672	415	237	10222	759	1678	329	179	1407	663	313	2241	1218	887	696	777	429	592	933	2418	1338	1193	325	1020	201
'39	311	192	122	4422	341	891	148	93	586	302	107	1047	525	452	319	386	198	269	425	1017	558	639	199	497	99
'38	140	145	54	3424	251	566	93	72	410	149	78	791	328	303	202	183	99	203	239	662	364	403	82	270	55
Prior to '38	205	274	99	7193	590	1094	142	79	571	253	185	1141	793	593	405	377	129	351	436	1114	743	824	114	497	131
Year Not Given	67	261	16	145	9	90	387	40	317	204	30	446	115	46	36	58	106	8	578	56	355	30	57	126	6
Cadillac July 1, Total	**9798**	**7247**	**4008**	**159582**	**10772**	**18933**	**2880**	**4879**	**40084**	**12922**	**3414**	**61773**	**21215**	**9556**	**8053**	**8371**	**10044**	**3406**	**10779**	**26896**	**39081**	**13099**	**4274**	**15104**	**3150**
'56	992	474	481	12551	855	1502	264	535	3510	1439	379	7360	2505	1024	902	730	1149	258	1023	2189	8437	1453	539	1563	452
'55	1165	869	648	17798	1284	2229	362	697	5732	1802	448	10604	3331	1493	1318	966	1481	373	1430	3065	7501	1919	691	2461	463
'54	810	629	398	13929	883	1530	257	460	4060	1130	310	6865	2152	930	815	686	1013	247	1165	2254	4224	1236	399	1590	298
'53	1029	742	423	15251	1103	1801	342	496	4401	1332	423	7457	2323	1067	930	832	1078	285	963	2664	4320	1371	458	1666	365
'52	870	715	349	14168	1003	1450	252	391	3561	1121	338	5608	1893	838	737	756	871	249	768	2128	3029	1165	330	1172	293
'51	1171	814	417	17178	1207	1886	277	479	4165	1425	407	5929	2186	990	787	910	1083	329	927	2744	2993	1370	430	1461	342
'50	1022	766	378	19613	1202	1865	238	457	3851	1248	345	5431	1772	964	754	841	1045	328	1009	2834	2308	1241	393	1423	282
'49	971	647	357	15532	1081	1807	250	426	3722	1176	284	4526	1690	799	708	832	929	333	880	2604	2139	1105	354	1282	278
'48	476	341	144	8075	497	1116	126	251	1993	602	145	2659	1007	387	303	482	453	206	633	1494	1205	539	197	683	99
'47	510	378	158	7659	557	1194	132	281	2048	627	123	2428	1051	396	297	519	380	273	762	1747	1298	608	178	661	99
'46	205	160	75	3639	247	556	65	112	920	280	43	933	390	167	127	250	169	116	164	769	449	257	72	271	44
'45-'42	80	71	27	1476	84	167	26	35	239	97	21	243	95	58	41	63	65	41	47	216	126	104	35	100	13
'41	299	284	90	6540	404	833	91	117	986	305	71	850	420	210	188	271	199	154	318	1112	465	354	102	401	48
'40	88	96	20	2205	138	363	38	45	384	103	28	321	163	71	48	97	54	85	117	436	220	151	37	134	19
'39	56	70	15	1457	81	237	34	27	185	88	17	211	84	59	36	58	24	48	71	277	127	86	19	60	22
'38	11	29	11	771	37	115	8	18	81	25	6	64	43	30	22	22	16	29	25	109	69	35	8	42	11
Prior to '38	34	83	13	1688	102	245	31	17	152	64	20	174	85	63	32	50	27	50	44	236	108	98	22	84	20
Year Not Given	9	79	4	52	7	37	87	35	94	58	6	110	25	10	8	6	8	2	433	18	63	7	10	50	2
Chev. July 1, Total	**230381**	**74075**	**107879**	**1077330**	**136543**	**155656**	**37223**	**39724**	**284878**	**254979**	**50119**	**638499**	**349976**	**243525**	**201178**	**217122**	**200790**	**61956**	**175140**	**288044**	**567634**	**266154**	**119286**	**328126**	**52875**
'56	21226	5502	8223	89219	9426	12434	2515	5428	32110	26729	3595	60373	27696	14811	13199	16280	19892	4152	16767	22608	64776	18060	10285	21607	4668
'55	29470	9705	13962	131392	17222	19682	4907	7460	50606	36323	5763	106434	52000	29842	25883	23030	31191	7104	24839	39695	113301	30670	15515	44062	7284
'54	20088	5857	9665	78271	11057	14862	3907	5177	30861	24250	3576	74114	31109	22244	17522	16294	24372	5232	20883	30188	62099	23904	11413	30842	4552
'53	22114	7326	11499	101477	12680	17590	4862	5057	31427	27059	4856	80283	41160	24869	18553	20555	23026	6829	20453	33779	77035	28759	12189	33833	5562
'52	14144	4833	7314	65452	8104	10727	2820	3374	18104	16653	3340	44632	24172	14797	12426	13548	14036	4361	13310	20299	39235	17437	8338	21544	3672
'51	21351	7245	10606	100604	12710	16575	3478	3414	25370	24190	4791	63525	35920	23743	19144	21394	18606	6492	16736	31372	53324	26008	11299	33260	5430
'50	25943	8267	12034	117284	15161	17821	3517	3811	28719	28080	5462	64518	39254	26479	21600	25432	21480	6841	19389	31879	54943	27920	12558	35566	5819
'49	19718	6095	9376	86267	11266	12461	2529	2410	19685	19730	4583	45172	29532	21312	16721	21274	15231	5516	13710	23553	34740	21251	9574	27121	4242
'48	14954	3527	6308	53586	8222	8166	1635	1256	11840	12909	2788	28948	19032	14815	11974	14538	9094	3718	8260	15246	21422	15262	7100	19210	2717
'47	12494	3376	5522	46586	7760	6831	1308	923	10411	11184	2624	23580	15940	13656	11139	13443	7709	3268	6757	12923	16549	13742	6290	16394	2343
'46	6691	1837	2958	28917	4113	3794	779	406	5751	5894	1432	11812	8085	6841	5815	7238	3770	1965	3661	6843	7636	7691	3377	8505	1185
'45-'42	1879	847	861	12825	1441	1003	289	81	1689	1786	620	2735	2196	2331	2061	1951	1187	435	680	1438	1563	2530	1121	2476	389
'41	8462	3284	3714	59218	6086	4694	1087	359	6669	7303	2454	10868	8100	8826	8990	8640	4104	1854	3410	7083	6179	10208	3789	11558	1674
'40	5019	1881	2316	34521	3686	3534	734	224	4615	5024	1459	7628	5530	5838	5025	5410	2762	1587	2006	4859	4821	6965	2570	7879	1078
'39	3121	1212	1559	20868	2548	2083	470	101	2375	3157	860	4646	3066	4630	3467	3255	1695	942	1070	2800	2871	4724	1441	5085	721
'38	963	713	624	13576	1406	923	298	56	1091	960	506	2639	1747	2757	2360	1433	837	455	623	1045	1417	3512	653	2802	325
Prior to '38	2611	1825	1253	36901	3623	2236	654	125	2656	2798	1348	5628	5059	5594	5106	3189	1496	1173	1546	2282	4505	7339	1433	5636	1189
Year Not Given	133	743	85	366	32	240	1434	62	899	950	62	964	378	140	193	218	302	32	1040	152	1218	172	341	746	25
Chrys'r July 1, Total	**13158**	**8211**	**5804**	**145310**	**16123**	**24767**	**3503**	**6253**	**34607**	**14097**	**5756**	**81299**	**35647**	**21582**	**16135**	**14561**	**13196**	**5578**	**18632**	**37558**	**53426**	**27902**	**7380**	**23926**	**5746**
'56	855	341	337	8114	658	1588	224	427	1645	938	358	5567	2204	1081	691	656	767	239	1118	2270	4418	1280	371	1007	439
'55	1693	791	675	12724	1667	3218	351	757	4272	1855	663	11159	4571	2400	1838	1330	1549	545	1959	4179	8889	2668	811	2644	686
'54	936	428	408	6343	1008	2162	244	597	2763	1041	317	7204	2619	1492	1106	788	1139	342	2204	2788	4530	1925	557	1601	381
'53	1520	892	711	12875	1576	2964	398	748	4279	1707	600	11009	4536	2363	1760	1616	1696	677	2201	4784	7993	3023	942	2749	555
'52	927	612	377	10090	1066	1526	191	460	2448	1004	455	5478	2429	1362	1176	877	951	364	1660	2263	3529	1759	579	1566	421
'51	1345	858	600	16065	1801	2399	330	694	3649	1414	575	8422	3718	2333	1658	1478	1413	531	1938	3604	5301	3087	778	2622	604
'50	1582	964	776	19154	2128	2881	346	914	4355	1792	647	10240	4424	2897	2057	1850	1643	714	2241	4769	6023	3883	921	3247	649
'49	1287	778	610	13168	1666	2212	290	453	3447	1283	543	7932	3530	2435	1877	1776	1286	599	1380	3696	4419	3179	728	2769	564
'48	1114	615	459	10110	1317	1466	218	524	2334	1197	444	5298	2454	1686	1329	1269	1095	474	1078	2802	3155	2188	681	1912	380
'47	746	580	328	8636	1032	1232	218	230	1891	691	387	3696	1942	1382	1017	1051	684	364	659	2180	2242	1781	422	1435	330
'46	450	329	200	6289	608	884	149	155	1197	362	233	2074	1215	741	509	636	361	225	576	1528	1059	986	203	812	214
'45-'42	57	65	31	1697	97	168	37	11	157	52	47	250	143	85	55	97	64	24	27	164	99	155	42	91	41
'41	272	402	130	9676	672	979	186	126	1005	346	204	1268	733	513	428	440	233	173	423	1151	707	857	134	597	209
'40	180	175	80	4055	345	489	91	59	506	169	112	695	453	304	266	300	126	116	388	622	435	452	100	375	83
'39	92	99	34	2541	173	206	51	21	238	86	38	336	199	149	129	140	66	59	162	323	154	220	42	166	56
'38	31	54	18	1105	76	120	25	15	99	41	48	171	93	83	65	67	34	33	85	149	85	123	17	99	30
Prior to '38	51	129	27	2619	231	235	48	19	199	70	82	362	325	233	155	162	55	96	123	262	236	326	38	173	96
Year Not Given	20	99	3	49	2	38	106	43	123	49	3	138	59	43	19	28	34	3	410	24	152	10	14	61	8
DeSoto July 1, Total	**8964**	**5501**	**4940**	**113142**	**9002**	**17056**	**2595**	**4525**	**23197**	**10300**	**4126**	**62863**	**30228**	**14295**	**10795**	**10101**	**10276**	**4936**	**14242**	**33943**	**45416**	**19623**	**4790**	**22318**	**3432**
'56	550	231	244	5995	444	967	159	343	1409	756	262	4556	2107	770	613	550	657	273	1148	1871	4969	1314	313	1222	223
'55	1028	483	550	9100	901	1594	269	679	2586	1156	448	6973	4146	1447	1197	971	1101	493	1917	3330	6721	2064	646	2826	364
'54	590	296	324	5045	536	1217	187	452	2026	749	262	4849	2373	997	748	612	770	374	1273	2645	3815	1436	360	1661	264
'53	1096	507	691	10516	944	1987	284	589	2774	1266	434	8568	4052	1764	1222	1157	1524	661	1677	4179	7025	2502	628	2881	417
'52	738	476	506	8096	728	1312	198	431	1795	828	374	5474	2383	1213	912	689	1036	395	1395	2735	3575	1687	425	1818	294
'51	813	448	510	9621	823	1607	210	356	2135	929	330	6366	2768	1528	1067	963	1085	470	1269	3408	4016	1989	488	2517	323
'50	1139	634	805	13298	1224	2051	289	517	2825	1309	494	8272	3687	2054	1447	1306	1554	548	1208	4260	4964	2797	635	3065	440
'49	906	546	477	11877	941	1697	244	375	2304	903	432	6507	2973	1505	1126	1098	829	462	1169	3552	3870	1833	403	2089	358
'48	773	464	292	9356	632	1202	185	316	1620	975	320	4425	1825	1005	756	849	674	383	1374	2597	2669	1189	358	1435	216
'47	452	430	188	8008	567	987	143	191	1344	560	244	2988	1454	803	575	652	409	332	701	2087	1650	943	195	966	175

(Continued on Page 66)



by Makes, States and Model Years

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

	Nebraska	Nevada	New Hampshire	New Jersey	New Mexico	New York	North Carolina	North Dakota	Ohio	Oklahoma	Oregon	Pennsylvania	Rhode Island	South Carolina	South Dakota	Tennessee	Texas	Utah	Vermont	Virginia	Washington	West Virginia	Wisconsin	Wyoming	Total All States
Buick July 1, Total	33641	7786	11997	153570	17412	377673	73056	11288	262084	51008	46057	266959	18994	34111	14601	58920	197394	20516	8440	68131	67236	35484	98696	9532	4043248
'56	2531	499	873	13361	1846	32868	6256	852	20901	3123	4311	25673	1294	3178	901	5319	19539	1720	684	6161	4356	2224	6418	597	346011
'55	5088	1236	1724	26863	3113	63540	11277	1506	47491	8841	6664	46919	2767	5541	1908	9884	38296	3015	1019	11536	9097	5412	15804	1294	700506
'54	3580	745	1291	12537	1604	39626	6398	1148	29962	5933	3813	28245	2164	3150	1766	5673	21898	1944	805	6601	5386	3117	11644	1039	422037
'53	3753	733	1298	13137	2149	42239	9420	1431	30559	5940	3960	31079	1894	4139	1606	7338	24273	2005	975	7586	5520	3785	11579	1150	452919
'52	2542	532	812	8907	1361	25787	5273	966	18517	3689	3115	18705	1118	2523	1112	4316	15050	1385	588	5071	4423	2342	7010	794	280696
'51	3410	694	1114	12728	1726	34395	7081	1277	24167	4574	4341	23742	1619	3086	1585	5853	18508	1819	759	6533	6376	3220	9862	1013	365891
'50	5506	1056	1678	21316	2665	54446	12406	1808	38003	7922	7162	36806	2856	5219	2586	9605	31426	3501	1284	10173	10650	5498	15360	1550	591785
'49	2137	546	936	11489	928	27814	4389	694	18369	3493	3131	17070	1316	1927	986	3339	9802	1464	649	4497	5207	2758	6700	635	264448
'48	1221	362	526	6888	515	15609	2427	394	10442	1880	2041	9876	932	1213	564	2048	5378	824	407	2623	3423	1665	3876	378	156944
'47	1209	410	521	7910	524	15270	2787	394	9811	1844	2285	9736	964	1227	552	2029	5057	882	355	2633	3677	1903	3574	326	153384
'46	588	179	248	4302	235	6997	1331	216	4320	894	1251	4397	485	603	273	994	2309	445	211	1234	2028	972	1726	148	73697
'45-'42	164	67	30	733	56	852	267	67	547	218	347	642	93	125	49	222	640	135	23	236	601	188	290	34	15197
'41	686	296	268	4336	253	5679	1533	188	3139	906	1601	4298	440	849	249	952	2141	584	164	1234	2812	908	1709	210	77398
'40	461	178	278	3739	155	5377	1069	141	2483	637	883	3877	451	655	178	552	1190	326	192	845	1548	718	1294	131	58500
'39	225	67	137	1782	58	2494	445	69	1112	362	387	1783	226	269	97	283	549	130	114	425	706	342	646	70	26923
'38	152	49	72	1331	42	1714	301	38	709	219	243	1257	111	158	63	133	354	96	70	275	409	179	430	51	18022
Prior to '38	361	126	184	2129	72	2748	386	92	1430	469	509	2502	251	237	116	202	632	166	141	393	951	251	767	108	33556
Year Not Given	27	11	7	82	110	218	10	7	122	64	13	352	13	12	10	178	352	3		75	66	2	7	4	5334
Cadillac July 1, Total	4426	3857	2290	36340	4269	91473	14686	1488	52080	10432	10330	51960	5371	7135	1912	10451	47431	5396	1267	12888	15558	5131	16072	1794	923357
'56	477	222	170	3985	596	10930	1362	209	5317	779	1058	5500	431	567	179	942	4935	423	132	1272	864	350	1407	179	94852
'55	711	449	302	3651	587	13458	1741	257	7428	1696	1304	7588	745	749	303	1376	7690	602	141	1793	1456	642	2160	246	127205
'54	442	342	205	2559	367	8725	1241	149	5209	1150	846	5122	524	540	197	901	5064	466	112	1209	1105	434	1575	172	86926
'53	485	426	224	3245	460	9752	1583	195	5870	1064	1090	5600	421	748	198	1202	5416	595	112	1438	1592	525	1793	218	97374
'52	429	337	185	2875	410	7484	1327	163	4722	940	954	4453	422	650	181	1033	4394	606	102	1185	1478	471	1414	202	80472
'51	466	445	251	3756	466	8887	1775	149	5548	1137	1119	5049	609	887	220	1293	5379	720	108	1350	1840	540	1784	216	95901
'50	417	457	235	3593	459	8151	1561	105	4901	1014	1175	5166	544	743	205	957	5150	638	116	1273	2049	541	1657	176	92893
'49	382	344	216	3421	348	7348	1488	128	4484	915	927	4271	519	830	183	935	3875	525	123	1137	1704	493	1424	156	80888
'48	161	178	108	2202	137	4544	676	48	2577	472	476	2424	276	341	81	493	1655	226	77	614	868	281	902	68	43998
'47	178	213	129	2469	145	5072	744	41	2586	446	414	2580	313	359	63	524	1519	191	63	624	797	310	816	71	45031
'46	72	102	71	1144	72	2139	291	7	1084	220	207	1016	120	179	22	222	705	96	38	251	427	157	317	20	19459
'45-'42	26	33	15	366	30	531	119	3	274	43	77	324	44	68	5	68	196	32	7	98	186	36	99	4	6254
'41	85	157	68	1418	83	2135	410	19	1031	278	349	1358	196	266	30	251	777	139	46	350	636	168	379	33	25774
'40	26	57	45	616	39	931	159	5	426	114	123	543	82	71	14	131	290	47	27	131	201	81	165	12	9797
'39	19	42	32	440	24	563	95	4	248	69	86	350	56	71	12	57	137	36	22	68	116	46	75	4	6121
'38	18	15	14	186	11	236	43	2	93	31	44	157	21	25	3	12	48	17	9	29	62	18	31	6	2768
Prior to '38	29	37	18	388	18	512	69	4	259	55	80	369	43	40	11	35	95	37	32	63	164	37	73	10	6020
Year Not Given	3	1	2	26	17	75	2		23	9	1	90	5	1	5	19	106			3	13	1	1	1	1624
Chev. July 1, Total	131059	17444	39645	369147	59605	778927	297298	52662	650203	195644	143926	681301	55407	176233	57516	228644	728176	51534	25212	229935	200551	122268	262604	27662	11741695
'56	7255	1142	2786	30186	6542	66868	20091	3086	55109	10508	12235	56964	3087	11153	2861	18126	66907	3865	2117	19039	12140	6670	15579	1990	967887
'55	12452	2503	5469	52566	8681	119700	33311	6030	94891	25253	18790	91744	7231	18037	5329	29334	118434	6050	3540	29564	21686	13905	30522	3684	1636048
'54	11433	1396	4308	33519	5321	87449	23889	4430	59313	20462	10091	67801	4765	13174	5542	21507	78048	4097	2460	20713	13314	8685	24248	2560	1110864
'53	12762	1754	4576	39806	6083	94513	33144	5821	78043	19746	12655	83531	5784	17237	6045	22675	78894	5012	2905	25505	17641	12314	28019	2973	1290270
'52	8746	1126	2764	24501	3791	57051	20514	3524	47263	12927	9161	50544	3754	10615	3676	14594	47128	3562	1881	16172	12427	8096	17518	1923	789930
'51	12786	1685	3922	37119	5563	83127	30818	5445	70103	17983	13735	72405	6126	16785	5721	21661	68114	5229	2722	23967	19861	12008	27577	2678	1163727
'50	14304	1801	4435	39483	6149	87776	35472	5485	77438	22112	15418	77124	6595	20227	6289	25678	79187	6118	2771	26060	23479	14246	29861	3026	1290311
'49	10725	1326	3311	30383	4673	62564	25537	4569	55031	16190	12102	55279	5131	16203	4848	19891	53887	4582	2079	19644	18275	11711	23167	2211	946388
'48	8507	796	2222	19672	3009	37720	17796	3184	34612	11704	7341	36302	3131	11412	3689	14353	34475	2854	1341	13290	11118	8831	15698	1507	621091
'47	8137	716	1804	17238	2800	29544	15784	3014	27998	10310	6925	28495	2830	10295	3825	12310	30505	2523	1121	10928	10475	7612	13501	1377	532819
'46	4447	418	970	10425	1369	15771	8717	1607	13239	5437	4201	14525	1547	5643	2013	6230	16358	1433	569	5765	6176	4349	7094	669	285968
'45-'42	1595	249	158	2601	531	2639	2378	567	2728	1734	1785	2672	478	1735	649	1775	5287	533	88	1463	2834	1018	2116	275	84302
'41	6362	859	757	11634	1921	11739	11433	2122	11313	7714	7853	14620	1833	9082	2449	8350	20078	2158	414	6508	12167	4782	9054	937	364752
'40	3509	534	724	8393	1068	9225	7242	1205	8316	4794	4256	10518	1263	6149	1395	4866	11342	1302	408	4152	6594	3222	6015	615	234078
'39	2548	331	494	4433	695	4909	4736	819	4688	3112	2542	6118	794	3655	1097	3010	6438	767	242	2616	4151	1944	4005	420	143331
'38	1571	246	241	2266	353	2543	2059	548	2467	1917	1449	3050	332	1411	637	1181	3720	427	177	1255	2107	810	2431	242	77161
Prior to '38	3765	547	682	4742	706	5368	4350	1197	7279	3476	3358	8047	676	3367	1389	2522	7882	1022	375	3162	5942	2042	6163	552	185816
Year Not Given	155	15	22	180	350	421	27	9	372	265	29	1562	50	53	62	581	1492		2	132	164	23	36	23	16952
Chrys'r July 1, Total	12144	3138	3621	55295	5618	136455	18066	4993	82267	12518	16363	96701	7051	7045	4909	13871	49480	6963	2767	21613	25461	12334	26535	3379	1268744
'56	503	131	193	4671	470	11539	1265	284	4906	328	706	7215	404	449	166	756	2689	414	147	1451	837	544	1180	129	78970
'55	1104	305	431	5964	681	17364	2601	538	9606	1281	1544	11657	816	812	384	1647	6390	687	333	2677	2100	1460	2860	370	147506
'54	836	177	307	4596	444	13902	1280	343	5838	748	764	7284	497	486	405	948	3755	439	226	1689	1209	851	1824	233	94004
'53	1306	373	496	6133	659	19527	2341	668	10741	1278	1418	11818	874	957	564	1671	6135	786	420	2688	2120	1418	2946	399	151910
'52	854	238	252	2966	467	8429	1276	387	5797	946	1172	6033	414	520	317	914	3956	522	183	1539	1679	716	1786	324	85257
'51	1312	340	321	4795	599	12926	1772	554	8956	1264	1777	9435	662	604	549	1409	5474	742	297	2284	2960	1180	2940	367	130736
'50	1669	381	466	6142	552	15316	2049	672	10521	1647	2154	11326	911	737	621	1711	6459	879	305	2608	3559	1356	3781	414	157333
'49	1373	245	337	5231	529	11769	1603	561	8698	1465	1622	9601	722	650	627	1635	4977	704	246	2134	2600	1341	2955	373	123905
'48	1068	237	296	3817	363	8233	1071	365	5715	1134	1089	6561	481	551	433	1129	3418	511	207	1446	1962	1010	1991	278	88965
'47	885	210	179	3139	281	6305	874	280	4498	884	1009	4993	402	383	350	785	2573	427	142	1111	1647	858	1629	155	69155
'46	423	133	115	2398	166	4090	607	132	2712	496	779	3369	295	273	166	453	1442	251	69	758	1191	609	861	103	43886
'45-'42	70	30	15	341	21	428	99	21	279	87	167	434	39	52	14	59	204	47	8	84	275	63	98	13	6704
'41	288	170	75	2212	175	2839	573	77	1722	413	1051	2880	212	253	128	344	908	241	62	535	1579	408	708	105	39822
'40	169	66	60	1313	66	1636	305	38	945	234	452	1664	139	147	76	206	442	124	58	274	646	257	376	45	20714
'39	79	33	20	639	49	777	162	19	401	113	271	849	80	75	36	69	221	74	17	125	387	93	195	33	10597
'38	61	18	14	340	14	463	71	10	221	58	121	441	26	33	20	32	115	33	10	87	195	45	115	11	5320
Prior to '38	130	49	39	540	44	768	117	44	630	118	266	1031	68	58	47	59	231	82	37	108	463	125	290	24	11720
Year Not Given	14	2	5	58	38	144			81	24	1	110	9	5	6	44	91			15	52			3	2240
DeSoto July 1, Total	6172	2123	2797	42984	3347	107258	14939	3485	67282	10252	13769	79280	5277	6526	3253	11512	31124	5758	1807	16805	20897	8001	22287	2108	979649
'56	322	93	154	3908	297	8610	1073	181	4784	429	775	6875	206	406	127	690	1936	455	121	1208	733	460	1182	125	67096
'55	695	226	342	5011	374	11378	1904	447	7958	1130	1445	8876	634	855	253	1391	3908	635	159	2104	1822	1006	2247	260	108050
'54	407	140	228	3324	218	10103	1055	326	5275	770	741	5606	357	457	224	840	2088	293	133	1369	1100	552	1698	151	71316
'53	685	257	378	4912	391	14747	2024	429	8360	1143	1411	10230	694	893	423	1513	4020	670	186	2000	1777	879	2572	274	120213
'52	555	159	212	2956	344	8813	1361	302	5266	1041	1044	5886	391	595	313	941	3098	418	142	1349	1554	532	1861	198	78844
'51	651	157	255	3507	310	10262	1415	355	6274	1148	1117	6920	503	591	371	1098	3327	484	173	1527	1787	669	2101	180	91221
'50	858	242	282	4466	419	12923	1903	477	8199	1372	1605	9617	732	776	484	1730	4315	665	213	1959	2594	896	2856	266	120671
'49	593	189	259	4113	262	10279	1368	336	6989	963	1493	8095	584	574	312	1082	2860	613	214	1667	2201	822	2498	214	97056
'48	446	153	233	2863	268	7052	869	254	4768	726	934	5200	361	439	291	765	1910	373	143	1223	1670	667	1684	146	69328
'47	342	136	150	2493	151	5487	715	128	3803	525	932	4289	311	342	180	544	1433	326	119	893	1482	547	1431	92	53895

(Continued on Page 67)

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

Cars in Operation in the United States

(Continued from Page 64)

	Alabama	Arizona	Arkansas	California	Colorado	Connecticut	Delaware	District of Columbia	Florida	Georgia	Idaho	Illinois	Indiana	Iowa	Kansas	Kentucky	Louisiana	Maine	Maryland	Massachusetts	Michigan	Minnesota	Mississippi	Missouri	Montana
DeSoto '46	322	282	125	5871	406	778	90	106	983	341	158	1772	946	511	421	504	252	190	313	1407	944	665	114	674	151
'45-'42	49	76	22	1377	68	101	25	10	98	42	33	150	122	64	59	59	37	17	57	144	75	94	30	66	21
'41	184	225	77	6361	289	578	94	77	518	193	140	746	478	239	222	230	139	118	250	741	386	392	66	387	64
'40	152	131	56	3210	189	418	59	33	335	110	75	536	376	149	167	195	93	84	143	445	285	260	58	265	50
'39	83	96	20	2088	117	234	34	14	185	70	51	225	195	84	77	87	46	46	73	250	130	149	21	194	19
'38	21	44	15	1040	58	115	13	4	83	31	23	116	74	47	57	47	18	28	26	106	56	107	13	63	13
Prior to '38	46	83	31	2241	135	192	36	13	119	44	39	252	243	110	119	121	34	58	56	173	156	195	26	143	36
Year Not Given	22	49	7	42		19	76	19	58	38	7	88	26	5	10	11	18	4	193	13	110	7	11	46	4
Dodge July 1, Total	29879	14232	16071	250053	26516	47724	7710	11855	63258	37497	10643	157904	72724	46153	34313	33806	30566	13943	40098	79130	122193	49673	15046	53884	10853
'56	1482	641	909	13325	1384	3018	490	726	3645	2427	715	8022	4276	2201	1490	1557	1531	668	2585	3829	9824	3009	876	1907	890
'55	2997	1502	1720	22585	2422	4139	669	1224	6434	4300	1146	16601	8818	4361	3421	2950	3091	1144	3963	6529	19619	4771	1707	5380	1325
'54	1774	806	960	10799	1502	3250	340	711	3699	2431	588	10310	5062	3046	2098	1905	1964	799	2469	4963	8302	2678	983	2691	825
'53	3470	1528	1894	22090	2501	5666	958	1196	7221	4553	1058	19288	8305	4598	3615	3724	3574	1654	4515	9006	17225	5063	1802	6342	1148
'52	2460	931	1477	16256	1948	3779	541	1213	5505	3260	798	14946	5624	3481	3037	2701	2645	1037	4012	6491	10190	4135	1339	4745	848
'51	2740	1212	1633	20313	2341	4563	689	1343	6159	3523	1015	17630	6808	4787	3314	3280	2731	1253	4355	7576	11596	5086	1405	5227	1022
'50	4129	1579	2168	24771	3611	5302	846	1704	7977	4773	1104	21011	8821	6436	4621	4013	4158	1622	4410	9855	13453	6964	1950	7406	1188
'49	3139	1408	1656	22677	2556	4426	762	1210	6491	3533	1167	16795	7570	5733	3606	3805	3572	1365	3572	8409	10555	5276	1540	6002	1002
'48	2455	899	1094	17719	1833	3426	613	948	4237	3059	691	11317	5015	3045	2375	2570	2469	1211	3857	6678	7176	3286	1201	4024	661
'47	1817	968	873	17812	1782	3298	508	767	4237	2048	679	9601	4763	2888	2167	2614	1799	1132	2676	6028	5994	3111	822	3395	630
'46	1099	590	582	12600	1071	2000	339	234	2583	1138	460	5153	2736	1687	1303	1602	1045	604	951	3354	3020	1954	461	2115	367
'45-'42	257	214	139	4056	322	378	76	43	466	262	116	628	473	320	272	284	254	123	73	503	376	306	112	316	74
'41	643	526	263	11851	891	1280	207	174	1533	611	322	1848	1215	947	874	766	502	370	658	2003	1458	983	246	1093	242
'40	614	410	259	8957	703	1051	167	115	1208	616	264	1678	1162	795	643	734	496	346	633	1608	1193	906	260	1193	130
'39	314	242	149	6833	486	646	110	82	626	329	143	853	534	561	386	416	271	175	285	870	567	545	111	680	88
'38	130	118	56	3251	184	305	50	30	259	147	67	374	239	210	207	168	134	94	134	335	247	322	42	261	54
Prior to '38	329	495	225	14055	972	1140	154	89	787	346	299	1524	1231	1016	855	682	282	341	417	1048	1141	1253	159	974	267
Year Not Given	30	163	14	103	7	57	191	46	191	141	11	325	72	41	29	35	48	5	533	45	257	25	30	133	12
Ford July 1, Total	180732	61066	88800	913934	103454	125667	26778	30940	250152	236658	37289	496478	265956	194216	160774	162759	165410	43671	130224	247852	553904	222475	101564	238031	41516
'56	17526	5880	8398	87849	8912	13759	2533	4604	32295	25554	3300	57180	28793	15215	13096	14229	18281	4117	15029	27805	65236	18065	9231	18338	5044
'55	23728	8177	12454	110682	13528	17575	3765	5377	41513	32557	4406	81447	41502	23475	20972	18754	26168	4956	18306	35457	97416	27589	12577	37496	5619
'54	17778	6118	10010	87720	10477	16576	2761	4385	29899	23779	3213	65785	32603	21584	18112	15914	19914	4268	20108	29941	76125	23106	9761	29454	4518
'53	19187	6659	9439	102126	10822	16620	3531	4275	27904	23844	4279	69735	33547	20773	17774	17409	19713	4831	16637	31050	84705	24492	10500	29571	5059
'52	10121	3867	5258	54585	6404	8213	1748	2403	15119	13194	2536	34784	17873	11000	10138	10241	9805	2870	9883	15972	38734	13354	5863	15410	2692
'51	17837	5714	8449	80572	9708	11976	2597	2807	21642	22246	3719	44721	25921	18027	15130	17453	14928	4342	11881	23922	48948	20558	9810	22192	3849
'50	23303	6624	10735	97268	11888	13134	2748	3103	25420	28499	4229	52411	29592	24452	18701	21620	18016	4992	14290	27582	53395	25687	12502	28156	4369
'49	18946	5982	8353	83152	10372	10457	2455	2179	20771	21077	3986	42598	24402	22484	15734	19909	14199	4310	11332	22362	39301	21942	10341	22852	3668
'48	4920	1241	2120	17860	2240	1947	471	404	4426	6414	854	7478	4465	4378	3391	3907	3764	1132	4604	4856	7228	4461	2976	4753	749
'47	6059	1931	3082	30505	3529	3000	713	381	6403	8269	1496	9883	6835	6083	5235	6069	4711	1593	2682	7116	11026	6458	3862	6789	1165
'46	7443	1900	3493	26364	3642	2917	720	300	6547	9261	1229	9071	5479	6312	5156	5606	5246	1801	1349	6942	8827	7562	5031	6520	1109
'45-'42	1214	598	665	9861	1084	534	176	38	1579	1340	428	1476	948	1261	1041	1004	997	358	208	1130	1411	1565	861	1136	289
'41	3945	1462	1968	25664	2557	2326	547	167	4064	5028	947	4221	2985	4274	3909	2902	2967	1004	719	4439	4329	6431	2801	4043	775
'40	3177	893	1306	18671	2068	1563	328	135	3355	6115	631	3441	2418	3230	2631	2071	2066	786	584	3166	3672	4505	2036	2642	523
'39	1293	484	620	10819	1153	894	182	69	1614	2180	367	1993	1281	2113	1471	1049	1145	343	352	1486	2070	2589	823	1440	281
'38	340	210	201	5291	482	411	103	37	563	536	154	791	599	903	630	340	352	156	180	536	647	1333	249	577	124
Prior to '38	3762	2639	2167	64634	4546	3588	614	223	6308	5800	1470	8713	6357	8498	7544	4110	2876	1794	1408	3793	9594	12633	2041	6214	1660
Year Not Given	153	687	82	311	42	177	786	53	730	965	45	750	356	154	109	172	262	18	672	297	1240	145	299	448	23
Frazer July 1, Total	742	581	382	8124	870	785	249	156	1881	487	589	5001	2078	2310	1496	1030	750	332	792	1293	2437	2169	352	1572	426
'51	64	54	32	578	80	115	17	18	215	40	34	679	242	192	152	81	85	39	24	163	340	340	21	168	34
'50	19	7	5	182	15	10	5	2	37	8	11	91	35	30	37	25	9	11	53	39	45	31	6	63	11
'49	156	111	96	1106	160	97	52	23	357	121	113	1047	463	535	280	231	180	89	118	191	510	540	87	348	93
'48	262	187	131	2438	334	238	83	39	610	156	203	1939	771	1073	620	353	284	83	238	383	896	767	127	560	164
'47	231	208	115	3663	276	319	89	50	631	149	219	1208	512	464	399	325	181	107	154	506	610	488	98	422	122
Year Not Given	10	14	3	157	5	6	3	24	31	13	9	37	55	16	8	15	11	3	205	11	36	3	13	11	2
Henry J July 1, Total	1605	753	805	5570	597	1956	173	410	3967	1850	271	3763	2673	893	1371	1100	1426	830	2233	2789	3995	1300	807	1304	283
'54	9	6	9	92		10	5	5	62	32	3	29	19	6	19	19	15	18	24	39	31	8	5	15	1
'53	207	137	91	791	63	225	19	59	681	250	30	439	386	102	221	156	230	194	216	553	671	118	91	111	29
'52	363	241	210	1040	94	357	36	92	752	360	61	752	524	167	293	238	338	160	732	660	821	250	174	247	62
'51	990	353	487	3530	430	1345	110	252	2394	1152	176	2507	1702	601	833	659	828	453	1135	1508	2405	921	511	915	189
Year Not Given	36	16	8	117	10	19	3	2	78	56	1	36	42	17	5	28	15	5	126	29	67	3	26	16	2
Hudson July 1, Total	7915	5219	3522	78181	11146	11980	1782	2677	17944	6826	4647	59101	22646	11704	11634	8406	5456	4680	10896	20692	35183	15767	2935	11654	4776
'56	210	66	62	1450	211	354	3	73	452	112	237	1379	531	240	208	123	76	186	283	783	976	355	55	71	254
'55	436	274	295	3866	476	876	16	155	1109	219	310	5279	1292	655	583	327	242	280	902	1336	2007	794	154	401	311
'54	395	195	205	2314	570	910	66	270	1043	292	235	5667	1660	712	725	402	228	314	1091	1613	2647	957	115	520	378
'53	644	398	243	5520	699	1218	152	235	1401	581	410	6092	1942	710	848	599	440	355	1033	1697	3926	1139	280	817	444
'52	779	454	276	6974	976	1114	179	309	1562	646	410	5496	1852	633	1112	652	436	358	1359	1483	3100	994	257	870	425
'51	1169	814	561	11686	1877	1901	292	423	2725	1097	709	10368	3802	1755	1961	1217	765	586	1728	2990	6001	2336	403	1761	825
'50	990	754	438	11994	1853	1292	213	394	2555	924	541	9466	3502	1756	1530	1241	737	528	1193	2709	5184	2933	320	1648	614
'49	1281	916	691	12058	2507	1549	278	403	2918	1281	726	8286	3809	2481	2014	1756	1276	738	1392	2854	4486	3161	598	2732	755
'48	756	527	337	8293	726	1085	188	175	1536	633	363	3015	1660	1071	1027	904	527	463	806	2099	2941	1335	309	1243	275
'47	533	243	193	4647	362	588	118	91	939	433	238	1668	943	561	525	484	322	280	391	1259	1609	613	198	716	148
'46	389	193	114	3967	308	464	112	79	813	276	181	1148	721	413	412	406	212	203	356	981	1059	453	138	464	136
'45-'42	55	50	11	755	62	66	17	4	83	53	52	161	107	81	92	43	23	39	24	110	131	68	28	44	33
'41	110	111	29	1982	138	192	29	18	274	96	87	329	255	185	177	83	41	116	86	289	367	153	29	150	48
'40	77	57	24	1037	127	134	31	14	203	52	39	277	216	161	111	64	44	76	56	189	208	122	18	78	42
'39	28	25	12	494	57	54	8	1	73	27	23	101	77	67	67	23	26	41	31	90	109	61	6	50	15
'38	12	12	4	227	37	29	7	3	51	12	12	42	49	40	45	17	9	13	17	42	51	53	2	11	6
Prior to '38	42	83	23	884	157	136	21	15	147	62	65	221	197	166	184	58	35	99	61	162	276	229	18	49	61
Year Not Given	9	47	4	33	3	18	52	15	60	30	9	106	31	17	13	7	17	5	87	6	105	11	7	29	2
Kaiser July 1, Total	3097	1904	1746	28304	2533	4281	1324	782	7185	2575	1584	19473	9245	6964	4986	3923	3738	1488	4155	6679	14244	8801	1513	6269	1340
'56	1				1		1		11	22		8	4	2		2	4			6	6	2	2	1	
'55	3	4	6	56	3	8	2	6	11	24	5	34	12	2	7	8	10	3	8	15	20	9	3	5	
'54	38	44	22	703	40	119	15	25	181	69	43	472	239	145	106	49	95	29	122	161	300	171	26	114	44
'53	282	144	99	3685	169	465	103	76	621	300	119	1577	915	344	518	259	342	125	332	563	1773	602	99	411	117
'52	327	213	139	3509	194	534	163	109	687	290	152	1735	912	392	441	291	377	158	661	653	1629	624	122	500	129
'51	1055	661	680	8897	932	1736	476	303	2682	978	527	8121	3531	2545	1783	1463	1390	491	898	2384	6233	3385	570	2143	427
'50	106	78	106	1389	134	156	63	33	323	82	60	782	386	383	224	171	163	86	563	298	391	555	60	333	60
'49	520	283	334	3554	421	490	174	89	1143	320	273	2931	1444	1445	761	661	668	301	541	979	1747	1744	263	1205	222
'48	458	289	243	3592	435	438	211	86	970	281	262	2937	1306	1395	831	672	479	175	691	1050	1550	1292	222	1108	209
'47	289	164	106	2871	201	323	107	51	494	171	138	775	430	287	309	321	187	117	309	556	547	399	133	431	130
Year Not Given	18	24	11	48	3	12	9	4	62	38	5	101	66	24	6	26	23	3	30	14	48	18	13	18	2
Lincoln July 1, Total	3360	2101	1367	41050	4032	5108	968	1292	11297	3601	1317	17673	7082	3641	3189	2306	3107	1054	3904	7720	14381	4462	1448	4560	1273
'56	342	176	186	5062	379	461	102	122	1251	436	173	2321	858	381	287	217	353	88	356	815	2468	539	147	426	175

(Continued on Page 68)

by Makes, States and Model Years

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

(Continued from Page 65)

	Nebraska	Nevada	New Hampshire	New Jersey	New Mexico	New York	North Carolina	North Dakota	Ohio	Oklahoma	Oregon	Pennsylvania	Rhode Island	South Carolina	South Dakota	Tennessee	Texas	Utah	Vermont	Virginia	Washington	West Virginia	Wisconsin	Wyoming	Total All States
DeSoto '46	253	84	108	1898	103	3501	541	94	2397	382	635	2926	185	236	108	362	975	267	79	640	1113	401	851	63	36528
'45-'42	26	20	10	207	13	282	53	15	207	68	120	269	10	34	9	45	148	47	3	70	247	38	73	10	4920
'41	123	118	62	1188	67	1319	258	52	1049	226	632	1511	107	142	43	188	459	209	45	301	1249	215	460	61	23278
'40	54	51	47	936	35	1097	209	31	818	128	382	1310	88	68	43	147	257	118	37	213	611	144	357	23	15078
'39	42	33	32	538	19	639	98	17	406	60	216	609	46	66	28	67	131	81	11	120	368	71	154	19	8459
'38	29	16	18	217	20	270	38	12	191	44	85	338	16	21	11	24	68	29	12	60	149	37	77	6	4006
Prior to '38	85	47	25	418	31	447	54	25	501	83	200	628	50	29	31	49	126	75	17	92	416	62	183	19	8394
Year Not Given	6	2	2	29	25	49	1	4	37	14	2	95	2	2	2	36	65			10	24	3	2	1	1296
Dodge July 1, Total	20528	4381	9030	111912	10014	270904	42371	8585	172838	27624	30478	193021	14223	20952	10650	36504	114642	10685	5815	45208	47616	28135	56722	5177	2573739
'56	911	184	444	7820	674	16830	2195	494	11312	954	1859	13417	526	1052	349	1781	5186	571	362	2537	2146	1355	2594	249	147229
'55	1910	498	941	10056	1174	23563	4145	1088	19405	2587	3163	21560	1214	2167	904	3819	11336	1103	490	4709	4305	3555	5224	563	262297
'54	1279	300	681	5968	666	18208	2477	648	11156	1439	1541	11471	820	1181	744	2232	6391	422	428	2784	2219	1606	3459	334	153409
'53	1903	541	1164	10432	1203	33657	5153	963	20546	2536	2819	22406	1774	2434	1284	4621	14196	1144	837	4794	4024	2964	5806	563	289758
'52	1634	316	696	8038	863	23939	3557	729	14146	2760	1989	15644	1086	1750	780	3317	10814	731	525	3921	2970	2209	4957	387	211157
'51	2224	356	843	10474	943	28405	4073	871	17052	2797	2430	18694	1357	2040	1103	3377	11095	959	508	4448	4122	2718	6273	502	249265
'50	2778	418	1018	13107	1193	34692	5532	998	21489	3701	3322	22883	1855	2749	1326	4611	16372	1243	612	5587	5326	3061	7440	656	315841
'49	2486	332	917	10845	989	28043	4697	962	17626	3021	3253	19051	1583	2156	1242	3949	13551	1121	618	4737	5092	2839	6398	598	264013
'48	1383	289	747	8569	548	19647	2715	555	11934	2028	1996	13425	1102	1451	859	2539	7278	838	470	3273	3338	2058	3960	321	183182
'47	1285	292	611	8843	568	18799	2809	430	11491	1831	1975	13134	987	1265	774	2272	6908	740	329	3129	3285	2032	3740	305	170243
'46	771	171	293	5795	332	10368	1775	261	6184	1135	1395	7586	639	801	421	1364	3925	506	188	1721	2305	1301	2313	178	100776
'45-'42	183	58	43	907	94	1123	292	65	753	228	565	838	107	179	72	250	830	141	47	308	856	202	303	52	18939
'41	452	159	152	3409	232	4286	873	147	2911	722	1292	3664	385	480	194	741	2034	314	100	1062	2495	656	1158	127	59551
'40	410	126	169	2822	161	3446	883	109	2491	618	1003	3127	287	467	198	639	1934	284	115	811	1665	594	1007	91	49598
'39	220	101	90	1642	93	1930	486	80	1147	376	540	1525	172	276	112	357	977	161	50	461	1044	251	573	65	29031
'38	123	37	45	781	46	1013	174	42	538	169	242	825	69	109	63	119	420	73	29	249	413	154	276	27	13454
Prior to '38	550	202	165	2346	169	2796	532	139	2569	684	1088	3454	247	391	209	420	1186	334	107	643	1982	575	1240	157	52266
Year Not Given	26	1	11	58	66	159	3	4	88	38	6	317	13	4	16	96	209			34	29	5	1	2	3730
Ford July 1, Total	113998	16643	29585	283370	45788	607926	277644	45583	545664	168610	108063	522144	43464	155675	47285	182009	604231	40158	18645	205177	163049	90955	202590	20509	9619065
'56	7456	1440	2432	38174	5889	73121	22867	3303	61500	8339	11927	62788	3488	10773	2598	16857	61033	3378	2292	20319	12987	7234	16122	1732	978318
'55	11893	2347	4644	38268	6311	95210	30381	4917	84681	22082	14697	74642	5434	14752	5064	24398	89812	4620	2452	26571	18726	11523	26845	2596	1348362
'54	11633	1738	3549	33748	4685	82823	24607	4431	66409	19842	10330	58169	4710	11943	5416	19486	70680	3471	2115	22642	15492	8321	26002	2135	1098286
'53	11487	1972	3643	36443	5356	81385	29505	5114	71391	17935	12919	73976	5501	14447	4861	19646	72188	4494	2360	24106	19180	9947	24206	2444	1168988
'52	7046	1032	2032	19489	2927	41330	16590	2829	36805	11882	7023	38197	2978	8705	2700	10675	38251	2874	1238	14046	10689	5394	13325	1328	621452
'51	10729	1474	2782	27885	4265	60937	30849	4444	54983	15760	10225	52496	4962	15332	4557	18693	56351	4171	1805	21230	15818	9042	19462	1891	919092
'50	13483	1577	3232	30575	4950	65926	39322	4916	61461	19989	12002	60545	5778	21948	5516	23398	71081	5082	1907	25446	19224	11606	24112	2237	1098029
'49	11742	1439	2703	24175	4221	52551	29558	4657	48701	14664	10441	45101	4448	18593	5214	19881	53031	4438	1637	20181	17213	10290	20368	1987	890398
'48	3431	295	655	4213	935	8953	6901	1046	8683	5894	2256	7439	800	4065	1381	4355	12698	848	431	4230	3893	2434	3340	413	190628
'47	4546	560	828	7448	1354	14181	11531	1631	13815	6933	3506	12375	1057	6693	1878	6043	17830	1400	585	7015	6283	4184	5328	723	282602
'46	4586	465	848	6987	1213	12020	10784	1778	11012	6213	3074	11589	1369	7072	2051	6242	17720	1284	506	5745	5227	3572	5536	681	267401
'45-'42	886	190	115	1308	428	1566	1528	403	1601	1358	628	1355	195	884	363	1141	4053	536	85	1113	1990	451	961	172	54512
'41	3623	432	451	4389	831	4415	6236	1511	5104	5008	2213	5368	782	4902	1423	3249	11407	970	226	3260	4121	1871	3937	486	170689
'40	2642	316	422	2488	632	3356	7155	906	4412	3451	1626	3862	578	5744	1001	3002	8694	642	224	3025	2692	1330	2577	355	133145
'39	1501	175	223	1336	262	1936	2516	469	2512	1905	793	2022	317	2208	579	1072	4259	360	114	1330	1298	676	1746	192	67912
'38	709	105	84	623	107	842	606	212	884	751	325	844	111	583	244	304	1495	131	52	451	506	210	842	113	26879
Prior to '38	6540	1083	925	5724	1179	7094	6614	3000	11408	6321	4055	10056	923	6970	2414	3132	12755	1455	600	4340	7571	2848	7860	1011	288864
Year Not Given	65	3	17	97	243	280	94	16	302	283	23	1320	33	61	25	435	893	4	16	127	139	22	21	13	13508
Frazer July 1, Total	942	175	161	3042	324	4991	1047	374	4029	774	1415	3969	328	364	647	692	2018	495	124	960	2117	796	2077	187	68932
'51	52	12	21	307	30	807	101	18	600	33	141	699	40	30	49	61	208	57	15	82	219	85	266	23	7763
'50	12	5	12	26	8	76	9	7	67	44	20	104	9	3	9	12	32	15	8	23	43	19	31	4	1385
'49	178	29	24	413	64	845	205	116	856	133	238	993	73	71	207	163	428	110	26	213	390	152	538	34	13603
'48	365	57	48	1019	123	1541	340	120	1352	284	473	1138	96	117	205	252	744	163	43	309	663	289	745	62	23487
'47	333	69	53	1250	85	1682	387	113	1118	263	528	1027	99	139	176	199	563	150	32	331	785	249	493	60	21730
Year Not Given	2	3	3	27	14	40	5		36	17	15	8	11	4	1	5	43			2	17	2	4	4	964
Henry J July 1, Total	540	98	397	4509	335	8742	2645	138	5613	692	1097	7245	602	1413	252	1518	3519	269	246	2471	1357	1180	1421	79	89102
'54	2		2	28		81	8		40	6	3	44	11	4	4	7	10		2	28	3	13	17		794
'53	107	13	70	505	41	1393	270	8	904	56	159	1146	100	164	20	253	508	42	62	363	146	142	151	5	12698
'52	102	20	85	821	70	1692	505	20	1101	140	209	1486	116	322	30	368	1063	78	40	636	285	206	226	15	18660
'51	324	64	236	3127	213	5481	1856	104	3493	457	719	4558	366	920	196	869	1889	147	141	1428	911	814	871	59	55629
Year Not Given	5	1	4	28	11	95	6	6	75	33	7	11	9	3	2	21	49	2	1	16	12	5	156		1321
Hudson July 1, Total	4874	1449	3360	29326	2635	57699	9381	2092	43317	6909	10589	46192	3880	5350	2875	7610	20157	5012	1333	12368	15777	6483	19570	2102	697709
'56	69	6	150	521	62	1246	169	56	802	88	258	1363	77	40	74	130	343	64	41	286	332	111	632	36	15706
'55	203	68	348	1174	90	2886	524	116	1932	329	675	2535	282	337	177	372	1130	190	69	729	802	413	1807	107	39890
'54	214	58	296	1986	124	4515	451	116	3241	341	435	3403	343	290	147	340	859	180	78	1030	739	371	1357	120	44558
'53	343	116	392	2148	254	5411	708	173	4057	438	834	4178	369	430	220	583	1509	350	90	1146	1160	436	1411	157	58736
'52	415	141	303	2585	271	5612	782	189	3991	616	1006	4288	316	450	197	738	2049	435	114	1408	1347	478	1284	233	61954
'51	965	231	475	4740	513	9432	1444	434	7250	983	1710	7816	494	789	540	1210	3169	914	195	1982	2399	910	3235	364	111950
'50	658	199	373	3976	384	8725	1276	244	6335	1050	1287	6289	487	627	448	1068	3101	811	157	1590	1830	775	3005	315	100319
'49	851	209	398	4576	456	8709	1548	402	7221	1202	1611	6836	521	890	610	1460	3564	1101	266	1972	2151	1113	3245	404	112262
'48	488	164	233	3153	224	5258	1000	165	3785	858	933	4114	400	490	226	769	2059	385	120	1041	1552	750	1474	133	62068
'47	239	69	150	1843	95	2692	593	61	1868	361	606	2089	246	372	83	431	953	175	62	523	1065	487	747	73	33985
'46	169	77	92	1317	66	1749	476	51	1353	293	521	1604	185	296	72	270	697	146	55	336	898	356	546	46	25669
'45-'42	44	13	5	126	15	142	59	10	150	51	94	171	15	51	9	27	92	49	6	43	209	32	95	10	3710
'41	67	32	46	464	30	439	125	19	427	87	254	523	48	102	14	61	201	80	18	112	525	96	247	34	9425
'40	38	23	40	314	18	318	95	9	318	75	133	378	33	67	22	61	133	40	14	68	252	68	176	22	6172
'39	21	10	16	114	5	168	39	8	115	24	41	164	22	32	7	14	66	29	16	30	101	31	79	8	2726
'38	11	3	8	59	1	72	18	10	62	25	30	95	6	15	1	10	40	18	8	13	61	8	51	4	1432
Prior to '38	75	29	33	216	14	281	72	27	377	74	161	318	29	70	26	37	155	44	24	42	344	47	179	36	6161
Year Not Given	4	1	2	14	13	44	2	2	33	14		28	7	2	2	29	37	1		17	10	1			986
Kaiser July 1, Total	2930	460	844	12745	1082	24532	4524	1276	20534	2318	4743	22676	1606	1629	1703	2939	8359	1772	605	5010	7489	2809	8523	486	289727
'56	2		2	1	1	21			8	44		4	1				5	2			3			1	168
'55	1		3	16		65	9	1	46	5	5	15		3		5	24	2	1	12	7	8	6	1	499
'54	51	14	32	266	19	680	69	31	624	38	95	543	45	37	38	35	119	35	10	161	135	47	282	9	6787
'53	188	40	67	903	79	2317	272	81	2198	120	415	2205	133	116	86	219	849	172	45	403	672	131	580	30	26361
'52	216	45	116	1286	88	2657	482	81	2174	147	492	2697	148	188	78	275	888	202	72	591	805	217	566	32	29484
'51	935	147	285	4765	377	9720	1912	477	8374	590	1712	9045	660	612	592	1085	3248	658	240	1864	2998	1020	3423	132	109162
'50	110	15	63	377	67	946	186	59	822	298	181	1111	72	44	100	101	292	73	43	294	347	145	402	28	13161
'49	582	53	132	1579	180	3647	619	302	2907	332	702	3615	230	225	344	523	1104	325	96	756	1014	537	1571	98	43986
'48	629	78	102	2354	156	3079	618	161	2395	499	752	2371	206	257	338	475	1188	219	69	603	896	464	1297	113	40501
'47	212	67	38	1175	99	1340	355	81	922	229	375	1046	106	146	123	207	562	83	29	319	592	237	392	42	18623
Year Not Given	4	1	4	23	16	60	2	2	64	16	14	24	5	1	4	14	80	1		7	20	3	4		995
Lincoln July 1, Total	1968	1069	859	10456	1597	25092	4225	781	16956	3355	4006	16483	1322	1998	955	2684	13790	1743	357	4395	5096	2068	4884	774	278206
'56	210	101	75	1392	224	3453	392	104	1843	164	508	2130	138	168	53	291	1459	193	37	418	402	157	471	75	32579

(Continued on Page 69)

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

Cars in Operation in the United States

(Continued from Page 66)

	Alabama	Arizona	Arkansas	California	Colorado	Connecticut	Delaware	District of Columbia	Florida	Georgia	Idaho	Illinois	Indiana	Iowa	Kansas	Kentucky	Louisiana	Maine	Maryland	Massachusetts	Michigan	Minnesota	Mississippi	Missouri	Montana
Lincoln '55	311	155	142	3245	287	479	94	127	1035	322	116	1916	680	326	288	137	309	103	297	746	1569	370	144	489	115
'54	344	272	165	4535	504	644	136	160	1382	378	143	2487	812	427	386	240	366	120	456	910	1933	519	125	554	128
'53	476	260	158	5322	560	635	109	143	1423	481	193	2573	999	479	434	236	411	115	569	955	2293	554	160	577	169
'52	290	201	113	3493	400	476	79	120	998	325	100	1645	709	283	306	189	277	102	385	686	1363	366	120	385	109
'51	342	181	131	3485	405	533	81	175	1150	380	129	1835	761	391	315	230	277	97	476	796	1425	508	153	521	136
'50	350	161	101	3274	408	407	84	139	1077	419	97	1429	658	372	289	216	299	116	456	674	1167	382	143	519	105
'49	652	389	269	6987	744	840	170	223	2041	600	242	2606	1228	717	652	582	557	181	614	1343	1573	840	311	769	230
'48	55	31	24	911	52	108	18	19	194	62	19	219	75	36	46	44	48	30	130	113	117	60	28	57	16
'47	65	78	40	1441	86	193	30	30	284	65	46	243	113	74	72	68	66	38	74	233	169	88	39	95	24
'46	36	28	10	757	50	87	19	14	140	30	21	146	59	42	25	57	51	17	12	147	98	81	31	44	23
'45-'42	6	19	1	246	12	22	3	2	41	9	1	34	15	5	6	20	21	4	2	36	23	21	7	16	2
'41	26	42	7	751	45	85	10	6	82	26	12	71	33	33	26	28	33	16	11	111	55	42	16	38	9
'40	17	35	8	613	37	48	12	7	74	15	10	46	29	25	24	16	15	8	14	72	40	26	6	30	10
'39	19	16	7	338	27	21	6	1	37	20	8	28	14	7	12	12	12	7	5	32	25	21	8	6	9
'38	7	8	2	208	13	14	4		20	4	2	15	7	7	3	4	5	3	4	15	10	15	3	9	3
Prior to '38	19	24	2	371	20	44	2	3	35	9	5	30	17	28	14	8	4	9	5	34	28	28	5	14	10
Year Not Given	3	25	1	11	3	11	9	1	33	20		29	15	8	4	2	3		38	2	25	2	2	11	
Mercury July 1, Total	**33711**	**13952**	**15547**	**260827**	**27434**	**33552**	**5642**	**7321**	**59920**	**40455**	**9697**	**133018**	**54388**	**38011**	**31209**	**26565**	**29664**	**9031**	**27442**	**55288**	**113339**	**43548**	**16295**	**51038**	**9461**
'56	3215	1076	1807	28012	1900	3040	582	728	5425	3867	892	12800	6067	2974	2601	2538	3095	756	2467	4722	13129	3761	1590	3739	1079
'55	4197	1637	2287	39017	3189	4134	736	1174	8958	5735	1210	22263	8729	4782	4227	3093	4123	1083	4131	6624	22107	5423	2178	7617	1161
'54	2817	1433	1453	27950	2788	4202	650	1010	6609	4009	979	16857	6009	3908	3227	2415	3153	943	3611	6515	14602	4478	1468	6633	945
'53	4314	1695	1822	31710	3348	4487	834	1093	7670	5050	1319	20615	7682	4893	3949	3192	3682	1136	3804	7873	16431	5416	2004	6428	1215
'52	2240	1285	1066	19950	2019	2608	406	553	4215	2710	893	10215	4143	2609	2439	1852	2016	666	2396	4063	7481	3150	1143	3505	744
'51	4195	1804	2007	31200	3774	4572	653	915	7869	4986	1265	16656	6922	5252	4238	3579	3648	1271	3029	7193	13137	5854	1946	6761	1288
'50	4942	1611	1856	29153	3731	4174	654	925	7854	5385	1036	14411	5837	5214	4069	3127	3913	1095	3774	6637	11594	5733	1986	7154	1075
'49	3951	1604	1599	25874	3453	3397	618	662	6333	4198	1093	12268	5438	5263	3797	3677	3402	1102	2360	6258	8796	5364	1781	5291	1095
'48	857	257	307	4207	493	465	86	96	979	984	158	1574	869	549	460	732	514	169	1103	1054	1282	630	395	741	134
'47	1079	455	452	7649	860	868	158	58	1355	1237	279	2195	1019	835	731	918	711	316	334	1889	1951	1130	647	1083	243
'46	991	372	460	6173	786	712	99	37	1166	1117	237	1584	841	820	651	792	684	218	150	1312	1386	1181	575	1040	235
'45-'42	103	54	69	973	130	87	24	3	157	125	48	204	134	100	78	83	105	25	23	134	145	161	91	116	34
'41	383	241	185	4174	348	313	57	21	507	455	127	476	267	336	322	249	277	105	58	458	443	540	227	409	108
'40	256	140	102	3004	402	270	33	21	385	289	90	429	220	272	253	181	170	85	52	349	343	443	128	285	56
'39	130	80	65	1625	179	150	25	12	222	158	59	215	90	145	131	84	101	53	26	146	225	259	70	138	44
Year Not Given	41	208	10	156	34	73	27	11	216	150	12	256	121	59	36	53	70	8	124	61	287	25	66	98	5
Nash July 1, Total	**10344**	**6963**	**5615**	**112000**	**13456**	**19383**	**2538**	**2910**	**26616**	**10696**	**5830**	**81118**	**34105**	**18636**	**17762**	**12948**	**9109**	**6142**	**14775**	**39926**	**49984**	**23600**	**5038**	**28745**	**4656**
'56	249	237	156	4263	489	855	60	87	684	470	278	2953	1132	538	556	230	316	309	357	2196	2266	732	63	589	300
'55	877	528	370	9485	1044	2230	103	329	2124	944	472	7306	2981	1318	1451	778	709	615	960	4384	4825	1541	322	1924	392
'54	610	473	259	6229	897	1800	117	243	2069	720	397	6988	2770	1265	1416	747	605	455	1138	3831	4592	1496	266	1674	368
'53	960	588	564	10773	1079	2331	263	270	2615	963	574	10576	4156	1802	1706	1555	829	574	1839	4730	7238	1924	417	2881	453
'52	1298	763	750	14296	1532	2056	305	373	3648	1340	695	10723	3876	2011	2440	1631	1464	540	1853	4069	6799	2435	679	3892	438
'51	1980	1311	1133	20812	2492	2974	401	593	5294	1966	961	14555	6783	3791	3558	2500	1584	963	2753	5901	9182	3859	896	6580	699
'50	1405	922	865	15303	2184	1714	319	416	3442	1269	830	10210	5013	3106	2509	1768	1068	751	2567	4259	4910	3889	627	4668	557
'49	943	684	514	8764	1244	1277	273	220	2260	845	603	6772	2965	1906	1487	1273	813	545	1009	2995	3309	2593	545	2405	504
'48	849	451	409	6850	822	1525	222	181	1752	918	344	4565	1877	1053	995	941	712	508	934	3000	3200	1738	498	1642	328
'47	616	372	271	5762	609	1109	184	87	1176	626	264	2957	1166	736	697	691	512	369	631	2183	1899	1289	344	1035	212
'46	361	293	201	4513	477	761	148	62	838	386	175	1694	717	504	499	518	321	244	341	1400	983	941	220	789	177
'45-'42	35	39	12	620	53	66	19	3	80	40	35	240	77	76	50	45	24	18	16	105	97	119	41	45	25
'41	55	63	40	1620	145	219	35	4	199	58	73	545	184	144	133	84	42	71	76	290	203	332	38	189	55
'40	41	46	27	861	118	140	17	15	142	37	48	324	130	125	80	65	31	56	42	176	126	212	21	141	50
'39	19	21	17	505	66	79	9	3	80	13	21	162	71	58	28	28	15	35	33	138	62	129	16	93	30
'38	12	12	8	262	35	54	6	4	45	12	17	101	29	42	33	15	4	17	12	67	42	113	10	53	17
Prior to '38	26	49	14	1046	169	168	14	6	87	46	40	309	141	148	107	62	38	71	44	179	143	242	24	106	49
Year Not Given	8	111	5	36	1	25	43	14	81	43	3	138	37	13	17	17	22	1	170	23	108	16	11	39	2
Olds. July 1, Total	**37317**	**16914**	**16912**	**320262**	**32301**	**52663**	**10583**	**13201**	**81775**	**45531**	**12024**	**196428**	**86535**	**47213**	**38307**	**38879**	**38548**	**13229**	**38780**	**105643**	**150095**	**60632**	**17743**	**61985**	**12552**
'56	4551	1321	2087	26532	2306	4933	871	1425	8459	5699	1023	21963	8768	3699	3424	3939	5242	875	4396	10126	20002	6449	2348	5053	1354
'55	7022	2540	3697	50471	5145	8587	1409	2825	16636	9057	1837	43120	16334	7920	6537	5954	8842	1475	7344	16884	35578	11362	3527	12917	2056
'54	3370	1678	1889	31786	3585	5234	954	1586	9700	4533	1187	26668	9969	5447	4397	3569	4564	1015	4476	11005	20313	7390	1845	7679	1496
'53	3932	1779	1628	31105	3458	5253	1072	1449	8885	4549	1376	22420	9816	5101	4102	3950	3919	1117	3876	10275	17445	6561	1718	6788	1437
'52	2583	1244	1104	20910	2319	3253	645	949	5209	3097	878	12350	5689	3021	2707	2466	2431	872	2760	6125	9116	3791	1231	3909	902
'51	3482	1528	1377	28177	3002	4653	873	1156	6721	4031	1162	15108	7585	4421	3459	3531	2987	1201	3326	8926	10544	4955	1544	4717	1127
'50	5211	2141	1863	40972	4473	6641	1232	1495	9328	6688	1469	20287	10095	6476	4555	5090	4170	1858	4225	13183	13785	7335	2058	6964	1451
'49	2963	1406	1127	27830	2703	4514	843	993	6142	3222	951	13413	6733	4139	2964	3659	2578	1389	3368	9445	8497	4708	1244	4693	987
'48	1362	737	638	14158	1231	2396	497	535	2981	1394	501	7648	3885	2068	1701	2000	1242	819	1765	5382	5776	2296	725	2683	440
'47	1147	673	539	12848	1289	2293	604	348	2738	1157	467	5958	3170	1837	1534	1774	1003	771	1269	5372	4036	2034	545	2434	408
'46	548	383	269	7078	650	1230	287	157	1335	574	289	2528	1361	895	759	898	535	404	491	2619	1546	1056	241	1219	213
'45-'42	91	115	59	1830	127	223	107	16	272	90	59	354	279	135	136	122	98	70	59	371	201	154	64	182	42
'41	411	451	260	9972	729	1354	355	111	1265	487	298	1745	956	726	796	725	376	422	484	2473	1096	913	247	1043	233
'40	271	260	173	6067	412	848	229	47	855	353	201	1109	757	492	488	529	243	368	280	1561	740	564	191	761	166
'39	125	122	62	3111	246	425	110	23	368	171	96	481	287	200	226	218	116	194	144	741	313	281	67	272	70
'38	54	81	31	1542	124	176	49	8	159	80	48	219	130	104	111	101	58	93	59	271	143	166	31	140	36
Prior to '38	157	248	101	5778	493	569	112	52	476	188	166	820	659	492	372	311	102	279	175	839	672	579	79	417	131
Year Not Given	37	207	8	95	9	81	334	26	246	161	16	237	62	40	39	43	42	7	283	45	292	38	38	114	3
Pack'rd July 1, Total	**5654**	**4141**	**2611**	**66357**	**6701**	**12960**	**1862**	**2963**	**18417**	**6716**	**2390**	**38182**	**16181**	**8356**	**7188**	**6787**	**6050**	**2806**	**10043**	**16765**	**26694**	**13002**	**2836**	**11726**	**2752**
'56	125	102	41	1622	128	344	33	73	363	197	73	988	446	180	191	129	166	40	244	482	1392	307	59	234	109
'55	412	303	201	4317	439	1178	106	354	1413	586	234	3452	1548	693	638	436	557	195	986	1313	3087	1044	251	883	297
'54	199	206	99	2107	277	678	73	145	891	324	83	2459	747	352	277	259	255	119	609	950	1535	602	73	506	199
'53	767	436	296	6737	689	1699	208	380	2703	918	281	6117	2863	748	858	803	1040	336	1073	2249	5159	1645	339	1502	373
'52	684	417	287	5365	644	1014	134	419	2040	690	265	3428	1471	745	824	641	841	224	2118	1256	2661	1141	383	1305	258
'51	825	578	397	8495	1041	1738	232	462	2721	963	368	6219	2331	1282	1109	943	838	327	1165	2139	3739	2071	432	1773	347
'50	663	350	278	5767	773	1103	178	284	1970	705	255	3968	1705	1063	912	773	560	256	893	1406	1942	1844	296	1319	235
'49	735	435	422	6257	841	1135	205	318	2165	827	295	5011	2130	1366	1061	1071	686	357	1049	1902	2859	1742	405	1669	356
'48	463	467	278	8219	663	1252	199	249	1655	528	206	3220	1454	1006	582	712	460	371	660	1861	2381	1008	235	969	206
'47	223	183	94	3552	283	534	109	84	657	317	104	981	449	271	216	286	180	132	272	728	676	400	120	397	93
'46	159	125	61	2496	193	342	69	49	397	151	52	585	293	172	139	183	148	79	177	500	269	259	66	299	73
'45-'42	65	68	16	1347	70	162	31	14	138	58	24	186	94	45	44	74	52	32	39	186	84	95	31	87	25
'41	108	121	46	2849	192	447	73	45	409	123	49	398	155	115	99	135	97	101	162	561	203	212	38	223	50
'40	100	132	35	2567	183	526	56	19	348	139	48	431	189	114	79	152	67	76	174	434	231	207	45	220	47
'39	39	44	17	1412	70	197	22	17	169	55	16	191	70	44	37	52	29	38	104	222	86	110	17	93	15
'38	21	36	15	879	55	146	9	8	82	16	10	125	38	49	34	37	20	26	62	120	57	84	5	68	22
Prior to '38	61	93	25	2326	157	444	46	38	238	95	24	352	179	99	80	95	47	97	148	455	246	223	31	157	44
Year Not Given	5	45	3	43	3	21	79	5	58	24	3	71	19	12	8	6	7		108	1	87	8	10	22	3
Plym. July 1, Total	**71459**	**28112**	**39241**	**439796**	**48813**	**81342**	**14457**	**27113**	**114848**	**79921**	**18877**	**307152**	**149632**	**90692**	**70126**	**71765**	**69777**	**26922**	**84754**	**156686**	**226519**	**107331**	**40940**	**133645**	**19345**
'56	4238	1532	2456	28445	2383	4879	968	2950	7091	5587	1096	19453	9029	4191	3219	3636	4153	1515	6718	10079	19895	5193	2536	6714	1445

(Continued on Page 70)

by Makes, States and Model Years

(Continued from Page 67)

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

	Nebraska	Nevada	New Hampshire	New Jersey	New Mexico	New York	North Carolina	North Dakota	Ohio	Oklahoma	Oregon	Pennsylvania	Rhode Island	South Carolina	South Dakota	Tennessee	Texas	Utah	Vermont	Virginia	Washington	West Virginia	Wisconsin	Wyoming	Total All States
Lincoln '55	150	76	114	748	181	2480	430	80	1604	405	352	1488	117	159	85	240	1513	145	38	344	380	168	482	54	25635
'54	231	121	117	1089	176	3461	354	95	2193	473	395	2017	156	190	100	313	1948	173	47	495	531	219	657	76	33753
'53	276	130	100	1085	226	3268	584	118	2405	427	558	2184	132	277	132	348	1953	226	44	565	748	246	589	98	37003
'52	180	102	86	792	117	2002	387	73	1676	304	343	1415	100	187	83	217	1301	166	30	404	453	195	422	76	24631
'51	210	88	74	1004	153	2416	487	70	1874	275	375	1808	147	207	112	296	1398	166	33	516	514	198	473	94	27901
'50	209	101	87	867	129	2009	414	54	1523	342	314	1432	96	223	92	241	1217	132	18	422	445	210	448	86	24453
'49	347	206	112	2145	259	4085	882	138	2939	532	723	2896	257	399	240	544	2214	369	64	853	979	495	996	145	48179
'48	22	16	26	254	21	397	47	8	184	127	56	171	34	37	10	36	177	23	2	71	89	29	43	16	4408
'47	36	35	22	423	36	639	79	7	276	86	128	322	55	60	14	60	198	43	10	87	159	64	98	16	6707
'46	26	14	10	246	20	329	66	9	151	48	75	221	26	29	11	33	120	38	8	55	113	31	72	8	3784
'45-'42	6	5	3	41	7	44	4	1	25	13	22	33	3	6	1	5	33	4		6	28	8	13		885
'41	14	19	12	153	16	215	35	4	86	46	61	119	20	22	4	22	75	24	8	36	84	21	46	6	2762
'40	23	23	8	100	14	99	31	7	57	51	33	68	16	16	3	13	76	17	4	25	66	10	28	5	2030
'39	6	12	2	36	5	64	14	3	32	24	21	41	6	8	7	7	29	17	6	24	32	7	19	8	1128
'38	7	5	4	26	1	29	9	2	13	10	12	30	6	5	3	4	18	4	3	14	22	2	7	4	625
Prior to '38	13	15	6	50	3	83	8	8	63	20	30	66	11	4	4	8	32	3	5	55	45	8	19	7	1334
Year Not Given	2		1	5	9	19	2		12	8		42	2	1	1	6	29			5	6		1		409
Mercury July 1, Total	**21675**	**4824**	**6348**	**85738**	**12063**	**172032**	**43703**	**7693**	**130651**	**33728**	**26312**	**121752**	**9586**	**21661**	**10006**	**30377**	**126342**	**11678**	**3408**	**37180**	**34513**	**17477**	**40494**	**5289**	**2160885**
'56	1429	410	541	8414	1452	17306	3687	688	11988	1679	2886	13720	810	1649	498	2829	10962	1199	351	3632	2323	1327	3026	435	205103
'55	2544	670	1048	11617	1612	25402	4947	973	19793	5032	3763	17737	1158	2374	1059	4450	19247	1331	494	5033	4029	2375	5478	721	312702
'54	2273	481	719	12335	1090	24031	3271	741	15332	3730	2436	13545	1131	1467	870	2821	13861	1042	394	4262	3363	1506	4184	542	244091
'53	2660	631	801	11198	1518	25151	5862	1003	18499	4134	3007	17413	1273	2548	1190	3761	17064	1431	456	5009	4304	2101	4989	650	288315
'52	1576	377	474	5716	998	12120	3194	590	9850	2587	2215	8676	672	1447	675	2105	9280	961	239	2845	2943	1215	3116	403	158643
'51	3221	618	806	10644	1598	21852	5987	1070	17558	3835	3558	16125	1205	2622	1531	3796	15784	1677	473	4890	4854	2287	5917	712	276634
'50	2972	537	710	10348	1521	19514	6355	720	15190	4902	2895	14271	1176	3207	1422	3759	17680	1388	342	4326	4250	2175	5484	752	262838
'49	2669	572	689	8595	1246	16468	5573	1013	14337	3540	3194	12841	1148	2781	1555	3525	12643	1429	396	4151	4418	2583	4990	591	229621
'48	374	75	110	1267	204	2202	906	132	1931	1164	343	1602	214	563	230	687	1967	182	53	606	542	391	589	74	35503
'47	641	150	184	2156	238	3486	1376	221	2813	1029	652	2428	318	952	295	1015	2519	344	95	952	1124	626	887	146	53099
'46	620	116	124	1781	230	2542	1411	255	1895	912	572	1804	247	932	332	934	2581	326	59	809	1025	541	869	112	44648
'45-'42	78	17	16	161	44	207	147	42	158	123	84	163	29	123	50	77	351	52	12	95	159	37	109	18	5558
'41	249	78	50	706	151	697	508	116	509	482	344	596	82	452	130	278	1095	149	18	263	535	143	414	68	19199
'40	223	60	42	472	67	523	306	82	409	290	224	426	59	363	107	171	601	109	18	175	391	113	268	45	13802
'39	128	28	26	245	34	338	166	46	205	228	119	226	44	173	57	64	285	56	7	90	195	52	171	18	7433
Year Not Given	18	4	8	83	60	193	7	1	184	61	20	179	18	8	5	105	422	2	1	42	58	5	3	2	3696
Nash July 1, Total	**7830**	**1896**	**4533**	**38326**	**4044**	**90066**	**13979**	**3564**	**61260**	**11675**	**17124**	**71158**	**7401**	**7275**	**4474**	**12512**	**34389**	**5326**	**2812**	**14578**	**26299**	**9811**	**51274**	**2091**	**1066592**
'56	202	46	254	1364	129	2967	446	149	1895	281	809	2832	251	146	189	303	920	180	163	567	985	258	1798	40	37539
'55	504	162	557	2998	300	8278	1160	271	5036	881	1581	5834	772	409	360	920	2493	280	341	1489	2395	848	5178	143	91202
'54	519	163	453	2539	269	7691	829	302	4760	708	1076	5008	687	350	335	744	2132	290	292	1372	1500	521	3799	204	77968
'53	763	182	596	4193	353	10471	1288	403	6918	962	1570	7848	930	520	375	1147	3051	452	412	1217	2155	737	5286	195	113684
'52	904	276	477	3880	531	11308	1773	380	7939	1646	2020	8220	719	981	418	1679	5522	693	313	1784	2977	978	5776	219	131319
'51	1585	280	677	6140	872	16084	2783	570	10997	2008	3049	13396	1122	1618	773	2478	6992	959	487	2659	4726	1740	9384	368	195268
'50	1093	262	461	4687	589	10493	1880	409	7789	1859	1903	8896	805	1097	740	1666	5016	831	259	1687	3278	1209	6318	338	138136
'49	785	173	334	3357	370	7156	1178	393	5250	1160	1462	6139	565	705	499	1044	2888	619	194	1251	2391	1146	4601	221	90629
'48	525	94	288	3108	222	6457	1079	246	4556	821	1014	5351	601	589	274	1042	2192	365	142	1111	1751	878	3492	136	72648
'47	404	82	193	2473	176	4489	760	166	2919	641	858	3421	451	463	208	676	1503	285	85	776	1332	716	2155	91	51120
'46	292	59	112	2033	122	2898	567	129	1839	393	672	2234	289	275	152	486	1075	201	66	497	1230	502	1377	62	35125
'45-'42	34	14	5	122	7	167	30	27	144	39	137	172	25	29	23	48	100	24	7	25	208	38	218	6	3629
'41	64	27	29	470	37	542	79	50	380	95	366	534	68	25	45	88	168	46	10	55	617	90	670	23	9475
'40	51	24	29	359	10	357	58	10	303	67	234	387	31	24	26	65	118	27	11	26	283	73	368	11	6023
'39	15	10	11	198	8	189	26	17	110	31	98	210	26	17	10	21	23	18	13	18	137	33	173	11	3154
'38	22	7	13	110	7	138	16	14	81	16	78	141	7	7	11	25	32	15	1	11	71	8	171	4	2028
Prior to '38	65	34	41	273	17	320	25	25	302	51	197	440	49	16	31	47	87	41	16	26	235	35	509	19	6229
Year Not Given	3	1	3	22	25	61	2	3	42	16		95	3	4	5	33	77			7	28	1	1		1416
Olds. July 1, Total	**21654**	**6337**	**9373**	**112376**	**12697**	**290023**	**60003**	**8581**	**186087**	**37978**	**35582**	**188582**	**17084**	**30348**	**10486**	**40699**	**153447**	**15141**	**5642**	**48498**	**54050**	**22344**	**74948**	**6078**	**2994090**
'56	1838	473	776	12353	1683	32066	5516	803	17779	2756	3469	20397	1325	2364	776	4514	16580	1375	541	5054	3071	1603	5059	502	299518
'55	3501	1328	1428	18439	2410	53613	9607	1661	33591	7891	6030	33904	2584	4631	1500	8659	34208	2438	677	8937	7117	3611	12957	1126	550924
'54	2577	723	992	10284	1457	32934	5490	1157	20951	5377	3309	19699	1595	2721	1393	4109	21366	1729	471	4967	4486	1910	9107	753	334892
'53	2371	733	912	9408	1335	28738	6773	934	20373	3961	3660	21205	1543	3208	1097	4042	17662	1681	609	5088	5390	2061	7515	765	314075
'52	1535	460	563	6117	1035	16960	4774	532	12707	2743	2382	11973	970	2611	710	2561	11675	1110	430	3517	3433	1330	4762	479	194930
'51	2072	524	830	8806	1151	24620	6488	785	16605	3021	3210	16092	1459	3406	1061	3679	12730	1369	546	4532	4989	1893	6980	539	256980
'50	2803	677	1181	13374	1463	34636	9958	1037	22591	4370	4269	22004	2299	5281	1459	5081	17427	2027	770	6319	7296	2917	9779	677	362740
'49	1623	439	841	9160	829	23861	4742	604	15915	2609	2876	15228	1742	2675	913	3044	8744	1157	575	4018	5262	2147	6765	432	236712
'48	924	215	460	5813	371	13781	1841	326	8952	1369	1455	8180	932	890	488	1540	4084	529	247	1841	2710	1349	3484	223	126864
'47	932	181	447	6055	270	11910	1740	251	7335	1219	1460	7457	976	900	348	1357	3206	550	254	1687	2768	1303	3071	206	112131
'46	404	117	218	3454	150	5668	907	126	2961	676	832	3392	425	442	198	649	1686	286	123	781	1596	633	1510	81	54880
'45-'42	62	37	26	548	33	704	204	20	397	120	240	466	72	76	45	80	358	53	15	112	489	90	243	24	9770
'41	361	151	198	3214	160	3799	827	118	2290	664	1004	3125	474	474	161	549	1511	335	107	667	2179	566	1423	115	52400
'40	212	96	171	2229	118	2760	498	76	1421	457	573	2189	288	333	115	344	818	244	102	413	1233	423	920	53	34051
'39	119	46	117	1150	49	1452	241	44	584	224	255	1059	118	137	65	175	356	81	73	216	563	167	375	20	16155
'38	60	24	43	466	26	594	104	31	276	125	122	358	55	48	26	48	161	33	27	69	319	80	192	9	7310
Prior to '38	242	112	165	1419	74	1737	291	72	1243	347	427	1506	210	142	120	187	617	142	74	242	1118	255	792	72	25873
Year Not Given	18	1	5	87	83	190	2	4	116	49	9	348	17	9	11	81	258	2	1	38	31	6	14	2	3885
Pack'rd July 1, Total	**4315**	**1687**	**1787**	**27861**	**2343**	**58186**	**9244**	**1661**	**38855**	**5549**	**7685**	**52110**	**3108**	**4416**	**2593**	**6815**	**19284**	**2834**	**1469**	**10825**	**12185**	**6327**	**12807**	**1461**	**595547**
'56	98	43	37	792	65	1705	216	45	1009	91	158	1869	61	30	48	100	336	65	22	263	177	138	330	27	15793
'55	408	196	136	2284	214	5205	633	184	3648	455	444	4587	250	271	256	562	1579	188	77	961	839	458	1088	131	49977
'54	186	61	101	1599	88	3157	396	92	2117	189	202	3094	128	165	88	345	769	89	71	554	437	299	587	66	28904
'53	431	212	226	3971	284	8939	1330	203	6185	615	840	7523	417	580	320	922	2838	362	177	1388	1242	868	1647	151	81890
'52	340	170	144	2487	271	5216	1013	184	3884	563	902	4596	246	454	237	623	2595	340	125	1088	977	660	1121	185	57676
'51	752	224	217	3438	367	8476	1339	306	5843	648	1239	7033	466	692	494	1053	3064	439	225	1619	1850	881	2087	246	85533
'50	490	130	179	2569	270	5547	1052	193	4114	660	837	4987	331	475	361	769	2024	333	170	1163	1141	608	1608	169	59678
'49	639	152	214	2692	277	6974	1282	237	4696	839	937	6275	308	540	449	830	2233	300	208	1401	1389	812	1839	199	71021
'48	392	162	215	2671	177	5906	822	96	3527	608	870	5069	300	412	192	619	1703	263	155	972	1405	674	1173	124	57811
'47	158	59	74	1298	83	2146	307	33	1211	274	289	1798	125	188	53	286	611	103	47	380	541	275	373	38	22091
'46	102	47	51	919	56	1178	215	26	640	165	219	1132	96	128	30	196	432	80	31	250	456	180	216	33	14214
'45-'42	38	32	7	304	19	313	69	9	254	56	99	375	36	52	7	77	134	26	16	75	219	48	75	14	5421
'41	73	61	60	762	56	898	188	10	509	112	227	1063	108	130	10	149	272	63	33	207	512	121	188	16	12839
'40	68	57	44	843	30	955	163	17	426	115	177	1018	74	116	12	126	307	72	44	206	421	137	188	23	12258
'39	35	21	18	390	17	419	71	6	162	49	82	443	41	66	3	47	103	27	23	96	144	53	74	9	5565
'38	32	11	14	203	14	283	40	4	113	19	45	243	18	33	7	23	55	30	10	62	102	35	43	5	3468
Prior to '38	69	48	50	627	40	813	105	16	490	80	116	877	101	81	20	64	186	54	35	132	318	78	168	24	10392
Year Not Given	4	1		12	15	56	3		27	11	2	128	2	3	6	24	43			8	15	2	2	1	1016
Plym. July 1, Total	**48011**	**8310**	**16180**	**191461**	**19318**	**432129**	**94918**	**21723**	**295313**	**60375**	**55372**	**380172**	**30394**	**47281**	**22063**	**82511**	**228728**	**18717**	**11277**	**104877**	**86268**	**55395**	**103703**	**9679**	**4944040**
'56	2123	370	889	14830	1274	35051	5827	1032	19297	2161	3111	31621	1669	2706	825	4637	12594	964	770	7049	3690	2922	4091	429	319333

(Continued on Page 71)

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

Cars in Operation in the United States

(Continued from Page 68)

	Alabama	Arizona	Arkansas	California	Colorado	Connecticut	Delaware	District of Columbia	Florida	Georgia	Idaho	Illinois	Indiana	Iowa	Kansas	Kentucky	Louisiana	Maine	Maryland	Massachusetts	Michigan	Minnesota	Mississippi	Missouri	Montana
Plym. '55	9032	3140	4696	43232	4664	10007	1750	4242	14601	10072	1835	43971	19200	9107	7589	7026	8556	3068	11213	18199	39538	10424	5141	18634	2118
'54	4933	1996	3173	23813	2972	7019	976	2711	9865	6151	1167	26650	11603	6449	5066	4591	5912	2122	8216	13235	19324	7365	3190	10301	1636
'53	8393	2968	5332	43500	4823	8868	1479	3282	13365	9670	1984	38918	19046	10335	7993	7847	9007	3043	9223	17268	30914	12481	5243	16641	2228
'52	4942	1863	2975	28440	3299	4997	852	2620	7620	5742	1360	21770	9443	5903	4846	4543	5235	1884	6549	10514	15892	7106	3049	8737	1341
'51	7800	2781	4468	41587	5368	8287	1382	2921	12349	8697	1937	34693	15940	10040	7547	7604	7519	2761	8260	16358	24140	11797	4433	14402	2045
'50	8206	2818	4534	44486	5785	8277	1294	2647	12721	8930	2069	33616	15864	10477	8066	8254	8112	2733	7808	16513	23024	12808	4568	15891	2063
'49	7782	2695	4017	42038	5561	7600	1320	2121	11472	7283	2013	31211	15515	10838	7638	8123	6967	2529	7486	15989	19819	12141	3821	13390	1989
'48	4975	1682	2291	27249	3133	4288	849	1217	6181	5545	1172	17524	8625	5974	4691	5134	4748	1770	4917	9923	10764	6802	2992	8041	1089
'47	3794	1523	1816	24030	2898	3965	770	894	5432	3952	1075	13473	7342	5526	3922	4635	3303	1621	3618	8528	8210	5971	2174	6043	973
'46	2358	939	1225	14480	1777	2616	442	479	3430	2175	656	7887	4556	3129	2368	2954	1895	868	3024	5321	4122	3701	1151	3866	569
'45-'42	481	366	236	5764	403	670	173	102	831	589	207	1313	978	722	510	628	438	181	567	978	648	862	292	692	146
'41	1942	1234	799	22963	1803	3823	622	407	3744	2237	704	6150	4495	2689	2179	2633	1641	971	2687	5903	3712	3216	917	3603	506
'40	1036	807	485	16576	1090	2435	399	225	2270	1192	500	3835	2861	1675	1332	1508	866	644	1781	3445	2248	2424	511	2270	349
'39	539	455	232	9787	821	1602	266	112	1327	660	329	2100	1340	1172	833	776	467	385	803	2023	1148	1442	279	1354	211
'38	238	245	113	5401	371	623	125	48	618	272	168	991	845	595	511	459	276	220	430	763	583	930	107	722	130
Prior to '38	698	819	362	17812	1659	1880	266	83	1569	864	582	3088	2801	1810	1751	1314	568	599	737	1586	2025	2603	419	2093	494
Year Not Given	72	249	31	193	3	106	524	52	362	303	23	509	149	60	65	100	114	8	717	61	513	65	117	251	13
Pontiac July 1, Total	46581	18294	21737	325470	33749	59447	11153	14104	80429	58604	12969	200744	98361	54599	46633	46207	48308	18020	48721	104603	171077	64213	24793	73718	11603
'56	3991	1328	1692	26812	2014	4052	789	1443	6322	5532	1117	16852	7322	3302	3038	3139	5313	1038	3554	7111	16189	3901	1994	4037	1100
'55	7759	2558	3630	46893	4681	7925	1378	2400	14209	10746	2025	33108	16910	7642	8703	5797	9221	2123	6979	13844	34916	8300	4187	14743	1926
'54	3433	1147	1785	17080	2325	4780	799	1458	7200	5133	815	18495	7832	4245	3759	3519	4505	1361	5305	9181	16537	4267	2061	6276	746
'53	5336	1995	2709	32919	3676	6434	1256	1740	9839	7480	1293	26059	12307	6685	5026	5355	5824	1685	5667	12009	24311	7706	2964	8416	1257
'52	3787	1470	1912	23377	2694	4088	772	1194	6048	4765	1020	15655	7650	4006	3557	3508	3958	1140	3665	7273	13616	4876	2043	5310	968
'51	4973	1875	2216	31678	3755	5557	1038	1376	8161	6332	1361	20931	10552	5887	4625	5055	4768	1620	4623	10147	15847	6955	2407	7204	1302
'50	5921	2286	2606	40252	4626	6704	1369	1792	9992	6764	1649	25547	12095	7467	5625	5406	5605	1925	5714	12469	18078	9052	2938	9315	1527
'49	3595	1400	1552	28175	2774	5058	768	1031	5733	3897	1095	15386	7471	4829	3585	4144	3282	1499	3669	9114	10146	5401	1901	5707	967
'48	2679	1130	1132	20142	2107	3901	571	615	3994	2714	754	10711	5368	3447	2555	3130	2022	1426	3108	7013	7869	4178	1429	3874	647
'47	1960	861	922	14862	1708	3455	549	415	3041	1962	583	7735	4280	2659	2160	2802	1451	1352	2255	6047	6021	3276	1013	2939	416
'46	1023	500	473	8274	821	1860	329	201	1569	936	292	3496	2068	1223	968	1429	701	793	1162	3196	2600	1677	540	2062	198
'45-'42	211	183	108	2773	256	428	111	23	353	247	112	572	414	303	251	293	202	147	220	575	390	365	145	250	73
'41	828	610	411	12883	930	1993	381	186	1520	785	346	2250	1463	967	1090	1049	684	626	888	2810	1612	1461	467	1300	186
'40	414	302	249	7611	499	1323	215	93	920	493	179	1463	893	611	565	649	313	470	661	1686	1038	924	270	817	93
'39	268	143	126	3894	254	790	145	48	475	260	96	783	462	436	314	353	176	310	256	979	472	542	146	463	41
'38	100	83	63	1968	143	260	70	14	220	96	45	326	212	191	153	149	67	140	91	294	239	289	57	208	28
Prior to '38	251	214	134	5762	482	782	191	33	535	238	167	1070	958	657	608	372	132	360	288	817	860	988	155	654	117
Year Not Given	52	209	17	115	4	57	422	42	297	224	20	305	104	42	51	58	84	5	616	38	336	55	76	143	11
Stude. July 1, Total	18890	11234	9336	194990	14879	22992	5556	4373	36805	22110	9052	83117	66060	26480	20370	18506	21331	7091	21124	37097	49850	34887	10244	29588	7984
'56	532	279	345	4828	408	649	137	95	1026	920	339	2949	2498	715	540	394	666	239	699	907	2135	1137	385	748	317
'55	1272	834	735	12330	1119	2042	258	408	3342	2035	755	6698	6351	1930	1484	1252	2008	622	1619	2342	4515	2732	801	2634	761
'54	570	424	382	7560	550	1161	182	250	2425	1186	382	4139	3583	1222	956	975	1366	410	1514	1879	2741	1527	404	1420	388
'53	1722	976	876	17441	1148	2317	521	429	3880	2235	699	9451	7693	2406	1876	2072	2226	692	2074	4310	7078	2826	995	3184	649
'52	2251	1149	1237	16903	1518	2361	673	455	3955	2649	1014	9294	6794	2892	2209	2115	2561	733	1858	4011	6432	3856	1469	3294	876
'51	3387	1629	1662	25942	2447	3549	927	672	5464	3746	1405	13594	10195	4369	3418	3196	3396	1023	2712	5628	8215	5450	1885	4548	1189
'50	4284	2434	2031	37103	3014	4265	1212	784	7262	4315	1739	16656	13817	5084	4156	3840	4719	1415	2781	8144	9314	7449	2109	6020	1566
'49	1408	840	648	16878	1076	1673	465	315	2519	1490	750	5919	3662	1924	1431	1376	1384	519	1848	2810	2958	2436	671	2029	595
'48	1642	1154	711	20285	1366	2187	430	599	3142	1685	766	7093	5396	2422	1966	1555	1429	688	4301	3566	3510	2993	726	2593	673
'47	1100	725	444	15043	1152	1487	306	214	2128	1009	574	4348	3650	1952	1428	1108	894	397	755	2032	1787	2334	456	1824	442
'46	146	81	31	3220	94	144	38	18	233	126	80	395	307	153	110	95	104	55	225	200	142	196	68	163	54
'45-'42	84	73	30	2111	126	145	49	10	167	97	72	338	279	162	98	69	115	22	34	120	119	254	45	141	71
'41	240	221	101	6135	385	437	112	47	540	228	189	988	686	519	292	183	235	84	159	506	358	659	84	392	158
'40	134	124	44	3759	199	187	65	38	299	130	128	462	419	296	146	99	101	68	210	245	173	404	57	252	106
'39	34	58	28	2540	104	143	25	15	138	57	68	297	234	146	78	47	32	48	57	173	99	226	25	142	52
'38	15	25	5	909	41	52	6	3	47	21	19	110	95	66	45	19	24	13	29	55	34	95	3	39	22
Prior to '38	40	83	20	1921	127	159	21	11	119	71	61	258	320	204	119	78	38	59	64	151	124	295	20	107	61
Year Not Given	29	125	6	82	5	34	129	10	99	110	12	128	81	18	18	33	33	4	185	18	116	18	41	58	4
Willys July 1, Total	6298	2566	3585	43375	10632	6864	365	851	16297	3414	4696	17482	7441	5444	3729	7968	5982	3972	4608	9342	12978	5611	3242	7546	3814
'56	80	66	50	817	362	121		11	454	91	198	282	77	46	49	176	146	112	67	174	372	113	35	76	221
'55	110	113	101	2029	712	272	15	24	761	102	271	699	302	125	118	239	163	252	125	417	575	195	93	170	240
'54	138	184	87	1913	557	286	35	38	787	122	259	839	279	158	142	171	180	218	331	573	601	271	77	277	201
'53	680	360	301	5253	932	1265	92	145	2189	583	559	2646	1238	561	440	715	533	635	659	1635	2078	821	286	710	469
'52	762	283	335	4332	720	754	67	121	1715	598	469	1579	878	451	424	623	568	347	555	1015	1387	446	309	652	416
'51	532	209	366	3151	951	740	3	89	1806	367	552	1418	636	291	298	620	577	391	334	1063	871	407	281	587	396
'50	556	276	357	3060	842	836	26	88	2013	362	358	1645	787	351	311	729	622	292	308	1072	1001	396	279	796	297
'49	592	210	456	2648	927	553	23	55	1483	404	349	1636	700	491	357	893	706	304	338	812	917	406	389	870	252
'48	1002	255	703	4225	1789	692	22	59	1748	315	705	2700	872	1114	573	1710	1043	431	320	838	1590	960	543	1256	533
'47	737	192	427	3753	1382	479	17	42	1484	240	500	1914	761	991	452	1129	793	439	338	712	1504	711	434	1123	443
'46	495	68	243	4383	942	514	24	10	926	59	204	1463	507	591	299	569	364	353	218	674	1528	537	239	663	205
'45-'42	349	174	85	3527	359	190	18	3	419	54	185	310	159	122	131	240	158	145	24	217	216	112	159	204	92
'41	117	54	33	1550	48	55	10	1	143	37	44	104	63	43	27	47	39	17	30	49	75	47	49	63	22
'40	72	45	24	990	41	37	3	2	133	29	21	79	60	38	27	33	38	12	8	40	55	52	25	22	13
'39	13	9	3	419	8	12	2	1	36	7	4	10	13	7	6	11	8	6	9	9	8	23	8	14	1
'38	12	5	5	302	8	7			37	5	2	21	26	11	22	6	9	2	3	6	4	17	3	12	3
Prior to '38	23	34	7	994	45	36	1	1	71	21	10	71	67	45	50	30	16	12	6	28	44	86	11	25	7
Year Not Given	28	29	2	29	7	15	7	161	92	18	6	66	16	8	3	27	19	4	935	8	152	11	22	26	3
Misc. July 1, Total	2480	3096	1174	90496	2670	9974	1047	1927	15026	5228	956	13660	5098	2078	2101	2044	2981	1601	4092	13190	9153	2702	1526	6214	1039
'56	269	427	118	18841	246	1489	93	326	1777	570	177	1751	693	358	234	135	308	335	489	2024	1781	344	87	492	306
'55	262	311	118	15795	345	1608	117	323	1802	564	101	1426	549	240	255	143	303	209	486	1732	1171	234	124	554	123
'54	199	177	80	9340	257	980	74	257	1112	401	57	2770	327	114	170	139	258	95	391	1234	783	185	77	360	63
'53	237	231	97	12663	292	1045	111	235	1719	493	65	1077	450	108	150	179	278	146	365	1371	923	368	111	519	59
'52	244	256	95	10977	322	938	148	183	1734	421	94	1064	396	116	176	152	281	133	359	1310	718	185	97	621	59
'51	257	248	113	7880	296	1114	121	203	1992	660	70	1532	435	116	205	189	247	146	314	1341	807	179	128	839	47
'50	198	132	117	4284	205	711	83	130	1670	546	70	752	367	97	138	151	283	93	157	813	554	145	150	431	60
'49	155	77	89	2393	135	360	38	57	805	457	49	601	363	145	204	145	234	86	152	544	515	132	132	301	38
'48	228	148	108	3625	185	762	63	74	976	345	94	1040	615	264	307	277	263	122	162	729	777	339	133	504	48
'47	101	57	48	1129	74	148	37	15	452	194	27	252	229	86	84	114	81	41	63	163	274	95	83	127	27
'46	50	4	25	266	40	39	6	3	157	120	11	83	51	26	13	22	40	18	18	60	65	21	35	31	2
'45-'42	29	11	8	244	15	15	8	1	108	42	12	44	18	6	9	5	6	18	8	35	25	37	25	14	4
'41	23	18	14	301	21	30	5	4	84	74	6	50	31	25	16	22	11	16	28	43	55	46	43	20	2
'40	16	7	8	257	14	19	11	5	82	42	5	46	28	18	9	13	7	11	12	31	50	30	16	24	4
'39	5	11	7	242	21	28	10	4	63	33	12	29	28	18	13	8	9	13	12	50	37	33	10	17	2
'38	6	6	7	179	19	13	4	2	38	31	6	28	17	4	8	4	2	3	6	21	20	24	3	12	1
Prior to '38	32	101	22	1686	99	267	33	22	226	106	41	338	195	234	101	64	21	74	67	320	218	275	18	156	41
Misc. Year not given	169	874	100	394	84	408	85	83	229	129	59	777	306	103	9	282	349	42	1003	1369	380	30	254	1192	153

by Makes, States and Model Years

(Continued from Page 69)

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

	Nebraska	Nevada	New Hampshire	New Jersey	New Mexico	New York	North Carolina	North Dakota	Ohio	Oklahoma	Oregon	Pennsylvania	Rhode Island	South Carolina	South Dakota	Tennessee	Texas	Utah	Vermont	Virginia	Washington	West Virginia	Wisconsin	Wyoming	Total All States
Plym. '55	4293	963	2060	23809	2182	58650	10476	2142	36715	6139	5317	50364	4143	5358	1845	10536	29049	1996	1372	12828	7415	6615	10852	1011	607185
'54	3058	618	1464	16655	1407	44118	6982	1748	22464	3917	3437	29233	2647	3372	1480	6776	18166	1093	1100	8610	5545	4005	7402	653	386386
'53	5149	951	1958	19098	2502	49256	11415	2609	34762	7261	5535	43428	3039	5593	2773	10069	28963	1851	1387	11414	8432	5551	11560	1162	569569
'52	3358	584	1144	10826	1541	27269	6799	1623	19586	5235	3706	24308	2011	3223	1531	5481	16659	1301	810	7140	5323	3361	7222	692	332255
'51	5515	787	1580	18426	2139	44316	10352	2419	31960	6886	5338	39248	2672	5159	2470	8842	25085	1877	1171	11389	8135	5467	12247	1085	519681
'50	5446	777	1575	18342	2148	44680	10525	2397	31915	7218	6011	39622	3015	4948	2516	9557	26685	1999	1142	11350	9305	5572	12440	1159	531908
'49	5726	728	1569	18109	1936	43185	9903	2352	32190	6583	5955	38577	3126	4677	2508	8485	23526	2155	1050	11077	8975	6125	12004	1108	502987
'48	3353	509	1089	10722	1076	23236	5334	1597	17836	4122	3235	21063	1885	2874	1718	5220	13754	1254	674	6610	5420	3739	6578	653	295127
'47	3300	415	866	10373	951	20555	5046	1267	15861	3306	3006	18786	1709	2505	1616	4280	11366	1068	521	5517	4945	3629	5670	544	252590
'46	1871	247	467	6932	587	12471	3218	734	8829	2112	1842	11581	984	1538	859	2749	7729	698	302	3282	2965	2265	3469	283	154002
'45-'42	406	108	84	1813	154	2078	732	197	1586	396	710	2043	222	434	171	495	1465	218	48	776	1400	482	679	74	35548
'41	1457	385	471	8367	537	10324	3510	569	8000	1655	2931	10909	1270	1960	585	2279	5251	779	295	3381	5120	2192	3078	262	157147
'40	828	275	339	5203	255	6756	1841	359	5274	1055	1848	6599	801	1097	359	1152	2762	484	215	1758	3176	1381	2143	178	98902
'39	607	165	192	3254	166	3874	1170	199	2766	635	1014	3841	506	735	262	587	1593	321	133	993	1813	669	1289	101	57348
'38	350	92	99	1435	73	1955	458	116	1186	438	472	1984	159	258	151	284	984	119	67	463	915	290	747	57	28936
Prior to '38	1117	333	326	3141	270	4097	1274	354	4923	1174	1884	6528	516	819	374	845	2591	540	211	1135	3607	1123	2229	224	88117
Year Not Given	54	3	8	126	120	258	56	9	163	82	20	437	20	25	20	237	506		9	105	87	7	3	4	7019
Pontiac July 1, Total	**27472**	**6406**	**12105**	**145576**	**14516**	**307303**	**69581**	**9383**	**218623**	**44641**	**38213**	**208498**	**15436**	**33145**	**11349**	**51693**	**165115**	**16368**	**7097**	**60690**	**53783**	**29841**	**73410**	**6401**	**3320782**
'56	1582	477	830	9699	1788	23053	4676	453	16481	2279	3246	17203	784	2159	547	3172	14636	1225	533	5389	2926	1678	3620	418	251836
'55	3285	1032	1729	17757	2573	45678	10442	1172	34333	7787	5890	32882	1993	4971	1235	8688	33141	2230	933	9629	7165	4309	9846	1041	522344
'54	2097	396	1321	11789	1138	30210	5071	619	19109	4276	1746	17965	1211	2438	911	3965	15984	1084	568	5217	2843	2158	6305	547	273012
'53	3195	725	1408	15755	1690	38023	8558	1201	27247	4947	3517	24830	1642	3780	1198	6130	19842	1643	800	7182	5024	3283	9019	775	391362
'52	2140	494	869	9813	1236	21604	5787	834	16754	3583	2709	15204	1014	2631	875	4308	14020	1307	460	4646	3742	2141	5375	581	250479
'51	3223	614	1098	13791	1475	29790	7426	1201	23458	4326	3780	21417	1482	3359	1330	5690	17283	1838	662	6244	5437	3111	7991	694	336965
'50	3879	791	1364	16592	1642	35752	8820	1281	26788	5646	4674	25419	1851	3939	1656	6720	20215	2172	844	7388	6919	3650	9826	796	405349
'49	2363	486	961	13241	932	27822	5166	847	17577	3326	2947	15915	1373	2428	1094	3995	10286	1468	599	4473	4618	2567	6429	493	263585
'48	1799	357	767	9548	627	18909	3967	650	13111	2374	2249	11989	1036	2150	848	3233	6844	1001	475	3268	3595	1948	4529	342	192132
'47	1452	299	613	8727	485	14863	3574	427	10219	2009	2157	9890	1012	1767	662	2326	5142	781	466	2719	3239	1925	3563	234	153275
'46	697	149	339	5012	261	7409	1971	225	4637	1003	1199	4612	553	1004	324	1189	2410	405	216	1421	1909	995	1774	128	78233
'45-'42	164	61	47	1081	60	979	408	55	657	241	404	836	127	273	81	235	641	128	29	264	658	203	390	42	17069
'41	612	218	236	4894	234	4958	1668	168	3021	1070	1631	3970	564	1130	227	882	1968	500	169	1233	2429	743	1668	130	72049
'40	299	122	185	3327	133	3386	1004	86	2011	605	901	2481	329	455	114	459	949	273	121	687	1346	537	1158	65	43784
'39	181	56	123	1950	59	2033	463	57	998	392	381	1283	209	293	63	237	504	91	85	406	619	232	588	30	23565
'38	97	32	48	798	30	887	196	24	475	178	193	550	73	94	47	101	266	41	31	135	296	90	290	16	10494
Prior to '38	369	96	160	1722	62	1747	377	79	1632	538	580	1789	171	265	133	223	672	178	103	335	966	268	1034	67	30391
Year Not Given	38	1	7	80	91	200	7	4	115	61	9	263	12	9	4	140	312	3	3	54	52	3	5	2	4858
Stude. July 1, Total	**13928**	**4165**	**4514**	**51974**	**7545**	**105256**	**25617**	**5320**	**76079**	**17434**	**21568**	**86465**	**7650**	**11942**	**6354**	**20257**	**71347**	**8087**	**2595**	**25411**	**33364**	**12086**	**34411**	**2784**	**1440099**
'56	306	149	175	1523	231	3408	756	159	2073	381	726	3438	214	311	141	528	1974	155	100	757	649	349	720	81	43191
'55	855	615	425	3825	652	7674	1861	395	5867	1232	1783	6616	612	876	365	1478	5608	329	286	2296	1991	1123	2096	191	109930
'54	585	341	357	2460	287	5716	950	203	3468	943	909	3398	410	379	336	813	3113	195	175	1307	1318	521	1487	89	67356
'53	1228	392	462	5424	730	11878	2478	494	8941	1667	1574	8783	876	1111	579	2027	6896	559	246	2523	2402	975	3505	228	145754
'52	1523	402	472	5359	914	12095	3204	676	9124	1987	1973	9537	724	1486	681	2451	8853	794	292	3061	3026	1238	3976	325	156732
'51	2366	456	684	7682	1273	16362	4546	847	13082	2548	3230	13269	1026	2140	1085	3486	12027	1305	372	4116	4996	1944	5922	417	224829
'50	2750	660	871	10445	1655	21046	5290	1031	15601	3534	3717	16731	1477	2524	1319	4566	16448	1879	467	4973	6269	2203	7371	501	288841
'49	982	267	336	4066	471	8290	1835	437	5288	1533	1666	6798	623	840	480	1462	4674	781	226	1906	2797	971	2671	278	107302
'48	1343	360	374	4925	533	9715	2302	475	6465	1440	2354	8644	820	1003	595	1661	5320	904	232	2221	3732	1213	3005	267	132781
'47	1086	217	198	3531	396	5776	1555	356	3597	1241	1689	5007	474	733	452	1051	3782	560	102	1366	2608	838	1943	222	86369
'46	114	27	18	389	34	510	152	36	320	216	212	451	33	94	40	111	421	55	17	145	297	86	140	20	10416
'45-'42	88	32	16	253	25	286	100	39	226	74	278	361	41	53	36	76	296	71	7	102	507	73	169	16	8056
'41	314	95	46	905	84	994	290	72	788	244	666	1225	135	181	99	251	765	212	25	300	1246	215	596	69	23755
'40	132	49	27	408	41	537	170	43	452	146	308	717	68	124	57	115	399	114	21	150	580	138	321	39	13301
'39	80	41	19	281	21	335	68	23	279	90	214	523	45	47	35	58	230	86	12	67	377	91	192	10	8110
'38	40	15	8	113	7	145	14	9	92	35	66	237	10	10	8	19	73	22	7	31	131	28	68	5	2985
Prior to '38	131	44	23	343	38	393	39	22	372	94	197	583	56	29	31	50	272	66	8	70	410	78	227	24	8131
Year Not Given	5	3	3	42	153	96	7	3	44	29	6	147	6	1	15	54	196			20	28	2	2	2	2260
Willys July 1, Total	**3037**	**1129**	**2056**	**11101**	**3661**	**29204**	**5096**	**1739**	**21169**	**2553**	**5401**	**23707**	**1543**	**2025**	**1096**	**6299**	**15132**	**2848**	**3220**	**7151**	**8595**	**4343**	**5398**	**2949**	**368554**
'56	37	28	82	198	184	675	29	38	424	6	257	283	25	9	13	76	316	79	162	178	207	156	104	90	7852
'55	95	124	166	321	232	1245	162	42	1067	73	358	1700	51	44	61	188	493	193	209	299	393	246	249	283	16517
'54	107	76	149	455	154	1662	183	40	880	62	386	1016	59	72	108	168	514	187	194	344	386	184	408	221	16739
'53	313	181	373	1987	360	5977	1152	119	3615	230	853	3303	186	414	177	694	1293	327	459	826	973	701	934	336	51568
'52	316	124	215	1431	395	3797	1169	112	2516	308	856	2700	152	380	151	552	1492	315	308	796	840	641	696	242	40310
'51	259	111	202	1230	331	3070	421	147	1837	242	784	2223	159	186	131	548	1470	236	388	607	799	481	429	338	33565
'50	221	106	211	1339	343	3127	526	130	1852	319	576	2982	197	239	109	769	1725	216	297	611	734	621	443	260	35613
'49	308	61	141	1131	277	2547	542	138	1844	353	336	1727	189	243	106	731	1760	192	182	677	657	598	451	217	32179
'48	533	76	168	900	440	2598	423	406	2547	350	287	2531	160	195	103	1069	2476	387	336	1014	930	321	679	411	45338
'47	430	82	136	788	405	1853	268	286	2029	313	281	2009	126	127	66	778	1769	281	305	822	860	251	499	321	36082
'46	251	59	130	717	275	1493	75	174	1684	96	71	2103	116	20	13	368	996	144	301	594	483	52	282	154	26729
'45-'42	74	64	47	275	168	726	22	45	398	54	62	219	69	12	12	210	468	240	66	272	933	20	74	54	12236
'41	22	16	10	114	31	159	54	31	117	37	104	482	29	27	12	35	105	28	4	48	162	23	37	12	4466
'40	12	9	5	104	10	91	34	9	137	39	92	126	8	20	14	42	96	9	2	25	95	19	39	1	2937
'39	4	1	3	24	4	31	12	6	18	21	25	23	1	7	6	8	24	2		6	14	6	3	1	897
'38	5	1	3	25	4	27	8	6	18	8	16	25	1	11	2		31	3	2	6	14	2	9	2	757
Prior to '38	44	10	10	56	13	85	13	10	166	31	52	103	11	18	12	23	65	9	4	18	95	19	60	6	2674
Year Not Given	6		5	6	35	41	3		20	11	5	152	4	1		40	39		1	8	20	2	2		2095
Misc. July 1, Total	**934**	**1090**	**1335**	**13602**	**1353**	**39653**	**3413**	**270**	**12043**	**2142**	**5539**	**14566**	**1963**	**2428**	**545**	**3360**	**11529**	**1098**	**700**	**5927**	**9534**	**1604**	**3616**	**418**	**340215**
'56	90	173	239	2301	219	7093	306	20	1682	199	1466	1111	299	228	77	247	1031	369	146	929	1750	287	518	45	54495
'55	76	197	265	1430	155	4966	296	16	1319	283	834	222	244	234	122	314	1147	223	106	742	1341	191	481	39	44138
'54	60	133	114	1031	101	3886	225	22	966	147	334	526	186	157	75	252	875	50	61	539	700	88	375	33	30836
'53	77	164	124	1398	116	6525	275	20	1231	190	480	155	240	202	25	306	1035	86	65	622	935	89	348	40	38040
'52	68	118	121	1364	135	3574	337	21	1160	217	576	267	207	318	26	380	1124	111	78	626	868	128	294	42	33239
'51	86	77	103	1438	144	3987	480	11	1119	168	610	311	177	399	25	404	981	59	69	787	1031	158	249	30	32382
'50	57	44	75	1100	103	2923	407	36	1023	148	450	344	167	239	37	345	1014	40	52	403	966	155	201	27	22693
'49	60	23	55	839	95	1665	200	19	677	161	184	322	95	152	29	214	882	56	42	279	399	123	208	26	15012
'48	106	31	70	1656	107	2520	373	38	1200	228	326	554	166	261	50	328	1545	54	41	523	596	178	262	41	23442
'47	51	24	12	437	40	458	136	18	422	74	65	208	23	98	21	134	423	6	6	142	137	54	68	12	7070
'46	13	4	4	88	13	149	28	3	75	27	13	48	10	23	13	72	129	3	1	42	44	16	15	21	2060
'45-'42	12	7	2	34	5	62	27		33	10	10	41	11	7	1	77	115	1	1	67	42	1	26	7	1346
'41	8	17	4	46	12	92	18	2	104	20	20	48	14	15	5	31	98	2	2	25	120	15	38	3	1747
'40	10	11	3	23	7	79	13	7	69	16	14	61	11	11	1	37	55	1	1	15	47	15	14	9	1295
'39	7	4	3	33	2	76	13	4	69	16	25	67	9	9	1	16	49	1	1	36	35	11	21	2	1225
'38	3	6	1	25	10	55	11	2	30	9	6	41	7	9	2	8	23	1	2	16	25	3	11	2	772
Prior to '38	85	43	35	305	22	526	76	27	440	143	96	576	74	59	30	37	186	34	23	92	247	79	249	23	8264
Misc. Year not given	65	14	105	54	67	1017	192	4	424	86	30	9664	23	7	5	158	817	1	3	42	251	13	238	16	22159

Source: R. L. Polk & Co.

Never before so many ways to please a prospect

The Big M for '57

First with Dream-Car Design

First with new Floating Ride

First with a Power-Booster Fan

First with Merc-O-Matic Keyboard Control

First with a Power Seat that "Remembers". . .

and many more dream-car ideas! Up to 290 hp!

The Big M is bigger in every important dimension.

IT'S GREAT TO BE A MERCURY DEALER

New Car Registrations by Makes, 1922 Through 1956

Make	1922	1923	1924	1925	1926	1927	1928	1929	1930	1931	1932	1933	1934	1935	1936	1937	1938	1939	1940	1941	1946	1947	1948	1949	1950	1951
Ajax				4157																						
Anderson			480	136																						
Apperson	610	740	682	474																						
Auburn	1937	2443	2474	4044	7138	9835	11157	17853	13149	*30951	*11646	5038	5536	5163	1848	*1292										
Am. Aust.									4354	2941	2520	3675	1057													
Eng. Aust.																							8610	3642	5452	3800
Bay State		617	213																							
Buick	98141	150662	153082	170728	232594	232428	196287	†172307	†122645	90871	49708	43809	63067	87635	160687	205304	166380	218995	295513	308615	126322	246115	244762	372425	535807	392285
Cadillac	16718	17809	16740	19445	25027	18461	18189	14935	12078	11135	6269	3903	4899	6692	11766	11234	10639	13090	21965	60242	23666	53379	59379	80880	101825	97093
Case	895	859	653																							
Chalmers	4898	6758	2003																							
Chandler	6870	11212	10207	10416	20268	18445	15530																			
Chevrolet	146159	291761	289962	341281	486392	647810	769927	780053	618901	583387	322860	474993	534906	656698	930250	768040	464337	598834	853529	880346	329601	640709	709609	1031466	1420399	1067042
Chrysler			19960	68793	129575	154234	171514	97706	60908	52644	26016	28677	28052	40536	58698	91624	46184	63956	100117	143025	65532	93871	105315	130516	151300	149435
Cleveland	6449	8811	8028	12435																						
Cole	1461	1459	762	207																						
Columbia	2807	3903	1603	89		•																				
Continental								342				3310	953													
Cord										*	*				1174											
Crosley																					2868	15934	25400	10175	6896	5304
Davis		949	812	692																						
DeSoto							14538	59614	35267	28429	25311	21260	11447	26952	45080	74421	35259	51951	71943	91004	54420	72966	82454	103311	115023	112643
Diana					2297	805																				
Dodge	96447	114076	157982	167686	219456	123918	149004	115775	64155	53086	28111	86062	90139	178770	248518	255264	104881	176585	197252	215563	135488	209552	213923	273530	300104	298603
Dort	6582	5592	2493																							
Durant	21615	30103	9983	4204			23414																			
Earl	2119	1474	406																							
Elcar					1336																					
Elgin	1161																									
Erskine						8400	22689	‡																		
Essex	23276	31450	54395	119493	131663	166794	177469	191328	63338	42543	§															
Fal. Knight						5719	5322																			
Flint			14778	14395	8439	1742																				
Ford	749785	1184976	1414293	1250161	1129548	393424	482010	1310119	1055105	528539	258927	311613	530528	826519	748554	765933	363688	481496	542755	602013	326822	532646	486888	806766	1166118	862309
Franklin	6137	7520	5882	7157	7229	7526	7434	10704	7511	3881	1829	1329	360													
Frazer																					1873	51158	57994	15827	26223xx	51372xx
Gardner	5663	6391	4311	2831		3290	3177																			
Graham									30137	19207	12858	10128	12887	15965	16439	13987	4139	3660	1856							
Grah.-Paige							58523	60487																		
Grant	507																									
Gray		9068	8164	2340																						
Haynes	4337	3831	2129	330																						
H.C.S.		306	231																							
Hudson	19026	32800	46077	85839	68931	58674	48365	62712	30466	19188	8641	2946	19307	21587	20825	¶90027	¶40889	62855	79979	73261	72484	83344	109497	137907	134219	96847
Hupmobile	24239	27061	26562	29101	37781	33809	55550	44335	24307	17425	10794	6726	6566	7450	1556	396	1020	907	211							
Jewett	9498	25900	27662	28621	14560		4255																			
Jordan	4167	6691	6159	6531	8469	6357																				
Kaiser																					3501	55571	108367	57995	85832	52286
King	378																									
Kissel	561	1127	898	1406																						
LaFayette	349	384	441					1361					9301	17445	16304											
LaSalle						11258	18830	20290	11262	6883	3848	3709	5182	11775	13992	28906	15732	22197	16599							
Lexington	2114	1330	498	339																						
Liberty	1654																									
Lincoln	2911	4348	5672	6808	7711	6460	6039	6145	4356	3465	3179	2112	2061	2370	15567	25242	16991	19940	21004	18769	10798	24081	32638	37691	34318	25816
Locomobile			230	828	2586	2037																				
Marmon	2893	2830	2613	4618	3512	10095	14770																			
Maxwell	33419	42788	44006	36236																						
Marquette								†	†																	
Mercer	300																									
Mercury																	6835	65884	80418	81874	61187	111198	137512	186629	318217	233339
Mitchell	2290	623	78																							
Moon	2862	5820	7567	7525	4702	3375																				
Moon-Diana							2748																			
Nash	30454	41838	47571	73384	116780	109979	115172	105113	51086	39366	20233	11353	14315	17739	26766	70568	31814	54050	52853	77824	85169	102808	104156	135328	175722	140035
National	351																									
Oakland	13347	23513	31836	34926	49668	42756	37100	**	**	**																
Oldsmobile	15095	20291	39031	34334	48128	48573	73713	89425	50503	46980	24128	35295	71676	149375	178488	188302	92398	146412	201256	230367	93094	180078	175531	269351	372519	273472
Overland	52072	88336	106950	117525	96057																					
Packard	9050	13382	14220	23948	29589	31355	42961	44634	28318	16252	11058	9081	6552	37653	68772	95463	49163	62005	73794	69653	36435	47875	77843	97771	73155	66997
Paige	7462	4047	5913	3703	15873	18256																				
Peerless	2958	4775	3936	4755	10437	9872	7748																			
Pierce-Arrow	1240	1669	2078	5231	5682	5836	5736	8422	6795	4522	2692	2152	1740	875	787	166										
Plymouth							29490	84998	64305	94276	111926	249667	302557	382985	499580	462268	286241	348807	440093	452187	211800	313118	347174	527915	547367	542649
Pontiac					50269	114293	183994	**186626	**90039	**86139	47926	85348	72645	140122	171669	212400	98399	159836	235815	286123	113109	206411	228939	321033	440528	337821
R. & V. Knight			273																							
Reo	9460	13099	11249	13700	10255	19394	21379	17320	11449	6761	3870	2623	3854	3894	3146											
Rickenbacker	2262	5958	6583	8049	4050																					
Rockne											††															
Rollin			3662	2088																						
Saxon	521																									
Star		75185	62037	70339	79314	55039	47954																			
Strns.Knight	1191	1543	1945	1573		927	1184																			
Stephens	2064	3156	1213																							
Studebaker	70419	94023	94700	107732	93482	86439	84545	‡82839	56525	46532	††41968	36242	41560	39573	67835	78054	41504	84668	102281	114331	58051	102123	143120	199460	268229	205514
Stutz	769	1602	1167	1190	3692	2906	2430																			
Terraplane											§28778	35831	40510	53838	78471	¶	¶									
Velie	3729	4151	4384	4715	3804	4046																				
Viking																										
Westcott	1024	862	377	245																						
Whippet						99533	191220	x	x	x	x															
W. Ste. Claire	2736	1554	2020	1796	1929																					
Willys-Knight	12578	31449	29872	40137	43498	39873	40140	x112983	x	x	x															
Willys-Over.									x65766	x51341	x25898	15667	6576	10439	12423	51418	13012	14734	21418	22102	2329	23400	21408	28576	33926	26049
Winton	461	340	129																							
Wolverine						2750																				
Yellow		1670	1499	1163																						
Electrics	405	368	76	22																						
Misc., Gas	17622	10593	6230	7854	16974	6815	7562	150511	43343	21272	5405	1245	324	1858	5294	1443	1516	2523	5254	3867	647	894	10433	10148	13259	20190
TOTALS	1568505	2487876	x2830122	2967755	3228695	2623538	3139579	3848937	2626068	1908016	1096399	1493794	1888557	2743908	3404497	3483752	1891021	2653377	3415905	3731166	1815196	3167231	3490952	4838342	6326438	5060903

*Auburn and Cord combined.
†Buick and Marquette combined.
‡Erskine and Studebaker combined.

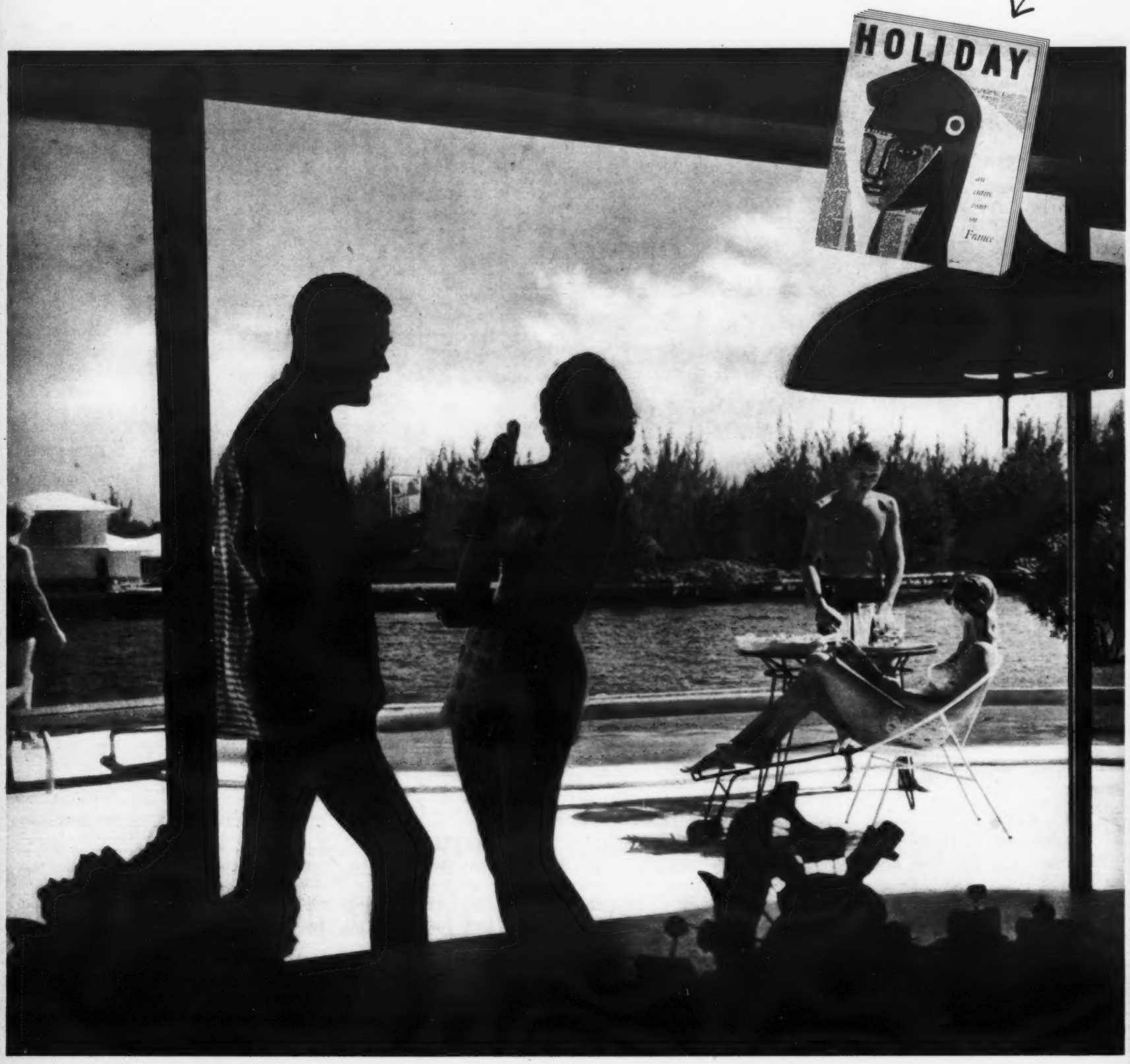
xSales in Conn., Miss., Nev., Tenn., and Va. estimated.
xWhippet, Willys-Knight and Willys-Overland combined.
xxHenry J included.

§Essex and Terraplane combined.
¶Hudson and Terraplane combined.
**Oakland and Pontiac combined.
††Rockne and Studebaker combined.

Source: R. L. Polk & Co.

1952, 1953, 1954, 1955 and 1956 New-Car Registrations are on Page 41

Meet your best customers...in the pages of



Holiday families are fun-loving people who have a constant itch to jump in their cars and head for the gay spots. In fact, they drive the phenomenal total of 12.4 billion miles a year, buying 900 million gallons of gas, 42 million quarts of oil and 1½ million tires on the way. Not to mention a potential 9 million spark plugs, 2½ million oil filters and 600,000 batteries as well!

How come such a high-powered market? Holiday families earn nearly three times the national average and can well afford to satisfy their mileage manias. What's more, they're the kind of people who really enjoy driving. And they are pacesetters who influence the people around them!

This explains why 56 distinguished automotive advertisers are currently sparking sales in Holiday. How about you?

HOLIDAY ***readers are the leaders of the new active leisure!***

When GM pioneered high compression engines...

AC pioneered HOT TIP Spark Plugs!

The day GM's "Boss" Kettering conceived the high compression engine, it brought a new era to motoring . . . a new challenge to the makers of spark plugs.

Challenge . . . spark plugs to meet specifications far more stringent than anything previously known in the industry! *New* high-heat control to ignite the fuel mixture but not cause pre-ignition. *New* anti-fouling characteristics to prevent the harmful effects of lead, carbon and oil deposits. *New* bottom-well design for better scavenging and freer breathing. *New* leak-proof shell construction to prevent blow-by from higher compression.

Answer . . . AC, with a record of pioneering leadership in ignition extending back to 1908, came up with the *original* and still *exclusive* AC Hot Tip design. AC ignition engineers, using an aircraft quality ceramic insulator, designed a long, thin, deeply recessed tip with maximum scavenging clearance.

The deep recessing achieved a new and different insulator tip which became hot enough during combustion to burn off any fouling deposits. To this great Hot Tip advantage was added the quick-cooling characteristic which would prevent pre-ignition. AC's exclusive metal-ceramic center electrode seal and heat sealed plug assembly completely solved compression leakage. Here was indeed a triumph in spark plug design!

TURN

AC HOT TIP

"Engineered as GM equipment .

HOT TIP

An AC exclusive -

OFTEN IMITATED...

NEVER EQUALLED!

HARRY F. BARR

Chief Engineer, Chevrolet Motor Division, General Motors Corporation, Automotive Engineering Graduate, University of Detroit.

E. M. ESTES

Chief Engineer, Pontiac Motor Division, General Motors Corporation, Mechanical Engineering Graduate, University of Cincinnati.

Chief
Motor
Univer

AC has been making ignition history for nearly 50 years!

Back in 1908 – when the automobile industry was just emerging from the "horseless carriage" era – AC began to write itself into ignition history with one customer: Buick. In the years between that "chugging" day, and the present, AC has spear-headed nearly every major advance in spark plug design and performance.

Today, AC has the engineering and production facilities to furnish Hot Tip Spark Plugs as original equipment for all General Motors cars and trucks. And, in addition, AC is able to supply automotive dealer and service outlets with AC Hot Tip Spark Plugs for replacement use in every make of car and truck on the road today. When you stock and sell AC you serve the nation's drivers.

ALL THESE FAMOUS AC FIRSTS!

FIRST with the stronger one-piece heat-sealed shell construction.

FIRST in welded side electrode construction for better heat and electrical current conductivity.

FIRST to incorporate a resistor element for elimination of radio interference from the ignition system.

FIRST with fused metal-ceramic seal to stop center-wire compression leakage.

FIRST in the use of unglazed insulator tip to resist lead attack.

FIRST with the aluminum oxide insulator in the United States – a patented AC ceramic composition!

FIRST to use greater "scavenging" area between insulator and shell.

FIRST with the long, thin, recessed, quick-heating insulator tip – the AC Hot Tip – another AC exclusive!

FIRST with the copper-core electrode to improve performance under special high temperature operating conditions in commercial applications.

AC SPARK PLUG THE ELECTRONICS DIV

SPARK PLUGS

...best for GM replacement"

...say GENERAL MOTORS CHIEF ENGINEERS!

HAROLD N. METZEL

Chief Engineer, Oldsmobile Division, General Motors Corporation, Science Graduate, Bradley University, Peoria, Illinois.

VERNER P. MATHEWS

Chief Engineer, Buick Motor Division, General Motors Corporation, Mechanical Engineering Graduate, Case Institute of Technology.

C. F. ARNOLD

Chief Engineer, Cadillac Motor Car Division, General Motors Corporation, Mechanical Engineering Graduate, University of Cincinnati.

C. V. CROCKETT

Chief Engineer, GMC Truck & Coach Division, General Motors Corporation, Mechanical Engineering Graduate, Purdue University.

"AC now makes Hot Tip advantages available for every car regardless of make"

MARTIN J. CASERIO
Director of Engineering
AC Spark Plug Division

...says AC's DIRECTOR OF ENGINEERING

To perform with complete satisfaction a spark plug must *fit* the engine in which it is used. It must fit the engine mechanically, electrically and thermally. That's why it is necessary to have different plugs for different engines—even for different types of driving. What AC has done is to adapt the outstanding advantages of its exclusive Hot Tip design to the special characteristics of each engine so that *all* drivers may enjoy the benefits of AC's pioneering work.

Technical improvement, historically the reason for AC's present leadership, continues. AC will continue experimentation and testing, using its own and General Motors' tremendous facilities. Some of these are covered on the following page.

AC GM

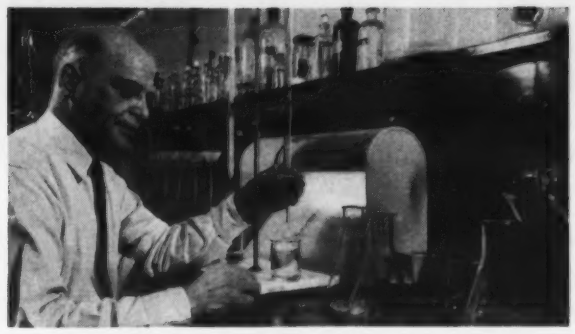
GENERAL MOTORS

DIVISION OF GENERAL MOTORS

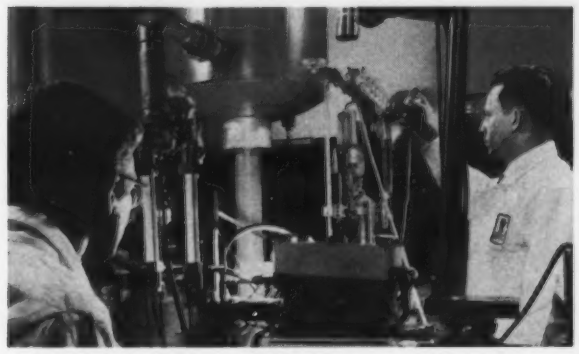
Tested by AC

Tested again by GM

...and proved in 21 million cars!



A typical laboratory at AC, in Flint, Michigan, where AC maintains complete metallurgical, ceramics and mechanical engineering laboratories devoted to spark plug improvement through research, and quality through control. The complete AC engineering and research staff numbers more than 1,200 technical people.



The automotive industry recognizes in the great General Motors Technical Center near Detroit—a monument to the social and industrial significance of the automobile, its design and its engineering. Here GM has assembled, in personnel and in equipment, every resource for research and for testing—a magnificent supplement to AC's laboratories.

At Milford, Michigan, stretch out the many acres of the world-famous GM Proving Ground. GM was early to recognize the need for multiple-terrain testing of cars and trucks. Here all road conditions are duplicated and all sorts of road-testing carried on day in and day out, and often 'round the clock. Here, too, AC Hot Tip Spark Plugs have been given millions of miles of testing and won engineering approval.

Near Phoenix, Arizona, GM has built another Proving Ground—taking advantage of wide-open-spaces, desert heat conditions and sand to augment the Milford operation. AC Spark Plugs are again a beneficiary, for the millions of test miles run at Phoenix put new and strenuous demands upon ignition. If even a tiny refinement can be made AC is quick to respond—eager to maintain the AC reputation for pioneering.

AC Hot Tip Spark Plugs are being given "on-location" performance tests by AC engineering staff members under varying *extremes* of climate. Above is such a test-run, going on in below-zero Alaska weather. Quick starting characteristics, acceleration, and over-all performance efficiency were checked out satisfactory. Similar tests under very hot, very wet and very high altitude conditions have been made.

When an AC Hot Tip Spark Plug leaves the AC plant it is as nearly perfect for its destined role as engineering can make it. AC laboratories constantly check all component materials. During manufacture check-point testing procedures give AC quality control.

And AC doesn't "go it alone". General Motors Corporation, through its fabulous Technical Center, its great proving ground sets-ups at Milford, Michigan and Phoenix, Arizona, puts AC Hot Tip Spark Plugs through their paces in countless hours of laboratory scrutiny and millions of torturing miles of track-run. These are not people easy to satisfy. Neither are the engineers of the various car and truck divisions, all of whom are making *their* tests!

Finally—there is the one best proof—the proof that lies in satisfactory performance for millions of motorists! Since the high compression engine became commonplace in the industry, twenty-one million, three hundred and thirteen thousand cars have gone into people's lives equipped with AC Spark Plugs of the exclusive AC Hot Tip design. There's ample reason why *every* dealer should prefer AC – the spark plug others follow!

ACTION starts with AC HOT TIP spark plugs

AC SPARK PLUG THE ELECTRONICS DIVISION OF GENERAL MOTORS

New Truck Registrations by Makes and Years, 1926-1956

Make	1926	1927	1928	1929	1930	1931	1932	1933	1934	1935	1936	1937	1938	1939	1940	1941	1946	1947	1948	1949	1950	1951	1952	1953	1954	1955	1956
Acme	483	452	380	300																							
Am. LaFrance			347	329																							
Armleder			79																								
Atterbury			141	141																							
Austin								1053	494	181												65	48	17			
Autocar	2548	2059	2353	2987	2009	1748	1015	1127	1139	1001	1451	2181	1617	2044	1944	2510	4755	4334	2770	1655	2072	2112	1595	1713	1041		
Available																			49	27	30	24	24	24			
Bantam														590	335	40											
Biederman																			5	5	8	1					
Brockway	1748	1871	2314	3063	*3780	*1685	752	875	1213	1245	1695	1593	1303	1815	1672	2294	3683	4255	2958	1626	2384	2182	1752	2080	1340	1144	884
Brown																			183	154	316	230	117	10			
Buick									152	116																	
Chevrolet	55623	104832	133682	160959	118253	99600	60784	99880	157507	167129	204344	183674	119479	169457	185636	212797	171618	235803	302219	345519	414496	350344	272249	327960	293079	329791	302145
Coleman																			6	4	11	1	1	1			
Commerce			65	16																							
Corbitt																			268	100	109	153	49	30			
Crosley																			2411	871	422	434	243	32			
Dart																			36	22	24	12	9	16			
Diamond T	1722	1834	2312	3586	2888	2483	2250	4139	5440	6454	8750	8118	4393	5412	6354	6077	5093	10475	10657	5172	5675	4508	3420	3398	2701	3697	4037
Divco													1229	1481	1662	2306	3734	4893	5618	3577	4309	3752	2752	2569	2505		
Dodge	24281			28759	15558	13518	8744	28034	48252	61488	85295	64098	33656	48049	54323	62925	96490	126736	114431	116956	99716	106600	102129	82345	60658	66208	57651
Dover				401																							
Duplex																			45	11	7	5	10	16			
Eng. Austin																			18	97	108						
Euclid																			120	42	59	89	39	27			
Fageol				792																							
Fargo			281	3391																							
Federal	5398	3848	3111	2854	2095	1523	1167	1360	1962	2190	2930	2339	1370	1837	1613	1611	4557	6020	4026	1225	1469	1008	841	986	248		
Ford	200163	99451	65247	223425	197216	138854	66937	62397	128250	185948	177244	189376	100959	128889	159514	174024	131469	186414	225729	202179	315912	250802	179523	266027	267799	295900	263753
Freightliner													274	182	252	280			105	57	83	126	195				
FWD																	585	1195	811	337	323	501	543	359	393		
Garford	712	573	341	114																							
GMC	2797	6637	17568	14300	9004	6919	6359	6602	10449	11442	26980	43522	20152	34908	38841	45703	25645	49187	74857	80407	97200	108285	79612	82296	66644	84877	82266
Gottfredson			460	190																							
Graham	24803	42359	36542																								
Gramm			75																								
Hahn				125															14	52							
Hendrickson																			58	59	88	103	71	106			
Hudson										638	1905	4823	719	409	760	736	2543	2534	117								
Indiana	944	1136	1290	1471			957	1252	729	862	1705	1371	435	178													
International	14247	16363	26196	31438	23703	21073	15752	26658	31555	53471	71958	76174	55836	66048	76833	92482	78392	113151	125203	91164	97818	95184	92788	95404	84222	100441	108014
Kenworth																			478	392	673	668	705	747	697		
Kleiber			380	326																							
Larrabee			381	363																							
Linn																			81	23	9	1					
Mack	8718	6268	6898	6867	4943	2945	1425	1652	1830	1515	4226	5513	4406	6670	7736	9468	4687	10917	9795	6866	9908	9794	7138	6890	6098	10932	13190
Mar. Herr.																			568	189	97	55	29	40			
Martini																			2	2							
McDonald																			4	2							
Moreland			686	715																							
Nash																			32	236	52	211	1047				
Oshkosh																			173	115	100	92	129	106			
Overland	813	399																									
Peterbilt																		195	279	249	280	301	236	332	344		
Pierce-Arrow	1177	613	803	494																							
Plymouth									123	660	2420	13709	6652	8294	9528	7732											
Pontiac		3611																		775	1362	908	541	468			
Relay			205	511																							
Renault																			2								
Reo	13466	10345	16325	13241	6427	5166	3187	3042	5035	5101	4227	4254	2929	853	624	1543	10489	12911	10773	4003	3876	3427	3393	3498	2283	3121	2974
Republic	990	1093	686	435																							
Rugby			489	1248																							
Ruggles	430	295	127	16																							
Sanford			77																								
Schacht			395	280																							
Selden	551	408	430	269																							
Service			82	38																							
Star			471																								
Sterling	714	703	1049	1584	1224	739	227	108	134	174	277	311	267	326	341	440	510	576	411	229	354	334	250				
Stewart	1243	1541	1959	2160	2315	1394	867	684	736	880	1280	1148	390	70													
Studebaker			1340	1622	1518	3495	2430	†2413	1697	2100	3279	5129	2000	2110	1206	5078	25360	41861	50657	55099	45881	32675	28985	22473	10193	10817	8708
Terraplane					‡589				517																		
Thames																			715	1216	258	171	118				
Walter																			132	76	82	80	100	62			
Ward LaFr.																		509	271	88	46	45	78	48			
Whippet			2681	5991																							
White	8872	7175	6272	6096	4395	2561	2138	1384	3963	3304	5757	5933	3514	4558	6468	9271	10117	13086	11603	8318	12050	12260	10858	12261	10340	14372	15137
Willys					§4264	§3131	1132	233	25	2280	2441	1122	1889	1634	2291	2031	42135	49819	76484	32765	24640	24292	20356	17712	17523	27252	23488
Willys-Knight			538	612																							
Yellow	1642	1079	148																								
Electrics			502	578																							
Miscellaneous	13256	13020	5406	4970	10307	6966	4290	2976	2684	2604	3480	3861	1880	934	1217	1349	3387	4261				15	126	259	993	8449	12119
TOTALS	387341	327965	341122	527057	410488	313800	180413	245869	403886	510683	611644	618249	365349	486748	559150	640697	625249	879132	1035174	961961	1142307	1003850	812099	930312	829101	957001	894366

*Includes Indiana. †Includes Rockne. ‡Essex in 1930. §Includes Whippet and Willys-Knight.

Source: R. L. Polk & Co.

MOST POWER OF THE LOW-PRICED 3!

New DODGE *PowerGiants*

Priced and powered to lead the field . . . with advanced *Forward* Look styling, new comfort cabs, and exclusive push-button automatic transmission!

Now Dodge leads the low-priced three in all five big measures of value! Yes, today's new, rugged-built Dodge *Power Giants* offer truck buyers more of *everything* they want in a truck—

1. **MORE POWER!** From 204-hp. pick-ups to 232-hp. tandems, Dodge V-8 *Power Giants* lead the industry in haul-ability. More power means less engine strain under heavy loads—cuts down wear and repairs.
2. **BIGGER LOADS!** Dodge *Power Giants* lead in payload capacities. From 4,250 lbs. G.V.W. to 65,000 lbs. G.C.W., new *Power Giants* carry more profitable loads, trip after trip.
3. **BETTER PERFORMANCE!** No other truck can touch these big, new Dodge V-8 *Power Giants* for the step-out-front zip owners want and need to cut trip time, keep up with car traffic.
4. **TOP ECONOMY!** Exclusive Chrysler-engineered, V-8 airliner-type engines deliver a mileage bonus from every gallon . . . and full power on *regular* gas.
5. **EASIER DRIVING!** Only Dodge offers modern push-button *automatic* shifting.* And Dodge has the industry's sharpest turning radius for greater maneuverability, time-saving ease.

No wonder truck buyers everywhere are switching to Dodge . . . the most powerful truck of the low-priced three.

**Available on all low-tonnage and Forward-Control models.*

Exclusive Push-button Transmission*

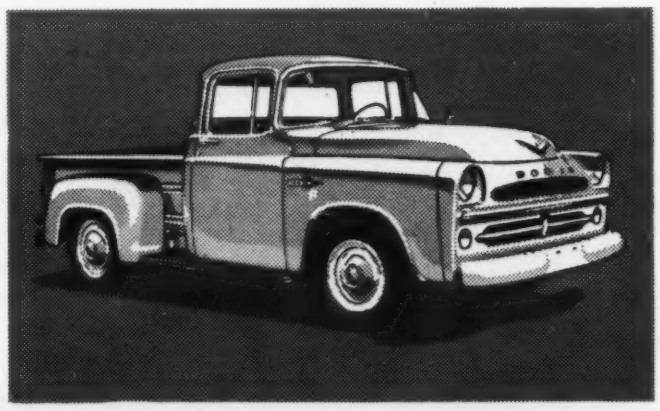
First in any truck! Shifting is entirely automatic. Just push a button, step on gas and go! Mechanically perfect, trouble-free. Saves time, makes driving easier.

New Comfort Cabs

Most comfortable cabs in the industry. Even the seat-back adjusts for more restful driving. Seat adjusts for height and legroom, too. Greater comfort means less driving strain.

Exclusive Full-opening Hood

Two-position alligator hood opens to a full 90° for complete engine servicing, or halfway for routine oil and water checks. Counterbalance holds in either position.



DODGE TRUCKS

WITH THE *FORWARD* LOOK

Motor Vehicle Registrations in Various Countries

As of January 1, 1956, or Latest Date Available

(Prepared by Automotive Div., Business and Defense Service Adm., Dept. of Commerce.)

COUNTRY	Passenger Cars	Taxicabs	Trucks	Buses	Total	Motor-cycles
WESTERN HEMISPHERE						
Alaska	39,664	....	16,696	(2)	56,360	358
Antigua	585	101	98	21	704	109
Argentina	314,185	....	148,505	14,903	477,593	26,659
Bahamas (New Prov. only)	3,661	187	1,106	21	4,788	252
Barbados	4,702	380	1,849	[4]167	6,718	559
Bermuda	2,978	....	634	56	3,668	3,360
Bolivia	6,128	1,688	14,962	791	21,881	588
Brazil AA	302,608	73,085	301,449	19,684	623,741	36,490
British Guiana AA	5,246	1,400	978	79	6,303	362
British Honduras AA	937	....	372	5	1,314	125
Canada	2,900,000	....	918,000	13,000	3,831,000	3,500
Chile	46,744	....	41,370	4,951	93,065	2,150
Colombia	[4]73,137	....	61,200	12,407	146,744	1,280
Costa Rica	[4]8,700	980	5,300	980	14,980	1,400
Cuba	122,508	22,319	45,760	5,181	173,449	10,600
Dominican Republic	6,598	2,315	6,100	510	13,208	583
Dominica	140	....	160	(2)	300	76
Ecuador	4,530	....	11,893	[2]2,536	18,959	2,000
Falkland Islands	125	....	81	(2)	206	69
French Guiana AA	750	....	325	25	1,100	90
Greenland	40	....	(8)	1	41	....
Grenada AA	835	....	175	130	1,140	150
Guadeloupe AA	4,400	....	2,500	1,100	8,000	800
Guatemala AA	15,520	....	3,466	557	19,543	4,000
Haiti	4,710	....	3,694	361	8,765	447
Honduras	3,420	....	2,684	117	6,221	203
Jamaica	1,700	630	5,398	(2)	7,098	1,098
Martinique	5,395	....	3,600	845	9,840	350
Mexico	273,697	23,889	194,491	20,093	488,281	8,176
Montserrat	116	21	20	11	147	12
Netherlands Antilles:						
Aruba	3,656	....	1,047	31	4,736	....
Bonaire	70	....	38	(2)	108	....
Curacao	[4]7,960	127	[3]2,075	427	10,462	232
Nicaragua	4,050	926	2,461	360	6,871	625
Panama	12,677	....	5,335	(2)	18,012	450
Canal Zone	12,648	....	157	112	12,917	324
Paraguay	[3] [4]3,713	....	2,429	299	6,441	229
Peru	54,415	1,440	43,616	5,530	103,561	2,643
Puerto Rico AA	80,417	....	24,223	773	105,413	2,075
St. Kitts and Nevis	435	....	138	75	648	135
St. Lucia AA	350	....	95	55	500	40
St. Pierre-Miquelon	58	....	63	(2)	121	121
St. Vincent	255	....	75	(2)	330	320
Salvador, El AA	12,037	....	5,677	(2)	17,714	600
Surinam	1,438	....	485	95	2,018	2,018
Trinidad	22,256	5,273	6,952	358	29,566	1,055
United States	52,173,234	85,000	10,331,912	255,249	62,760,395	412,377
Uruguay AA	51,500	....	45,710	1,990	99,200	5,000
Venezuela AA	140,268	....	87,057	7,003	234,328	9,244
Virgin Islands AA	2,312	....	1,115	14	3,441	67
Total West'n Hemisphere	56,737,508	219,761	12,353,528	370,903	69,461,939	543,401
EUROPE						
Albania AA	800	....	1,700	(2)	2,500	....
Austria	143,054	....	68,199	4,221	215,474	302,111
Azores AA	2,037	....	583	(2)	2,620	137
Belgium	475,300	....	174,243	3,700	653,243	203,125
Bulgaria AA	5,000	....	10,000	1,200	16,200	....
Cyprus	9,062	1,128	6,016	(2)	15,078	5,368
Czechoslovakia* AA	105,000	....	70,000	3,000	178,000	160,000
Denmark	354,783	....	121,417	3,936	480,136	137,786
Faroe Islands AA	163	....	278	....	441	109
Finland	83,700	....	52,681	4,400	140,781	55,400
France	2,677,300	....	1,200,000	30,500	3,907,800	1,701,000
Germany, Western	[2]1,729,002	....	568,892	25,775	2,323,669	2,422,368
Gibraltar AA	2,810	....	530	83	3,423	175
Great Britain	3,606,700	28,000	1,057,000	74,534	4,738,234	1,070,600
Greece AA	16,308	5,259	24,086	5,343	45,737	7,667
Hungary* AA	15,000	....	25,000	2,300	42,300	5,300
Iceland AA	6,733	....	7,851	354	14,938	350
Ireland (Eire) AA	132,524	....	41,372	1,301	175,197	21,335
Italy	759,571	....	421,417	18,000	1,198,988	[5] 2,187,574
Luxembourg AA	20,900	....	6,210	290	27,400	8,561
Malta AA	8,500	....	3,650	(2)	12,150	1,350
Monaco	2,000	....	(6)	(6)	2,000	....
Netherlands	287,600	6,600	102,900	6,880	397,380	[5] 693,500
Northern Ireland AA	84,403	....	25,146	1,583	111,132	15,985
Norway AA	121,500	....	80,000	4,750	206,250	54,000
Poland* AA	30,000	....	55,000	2,000	87,000	30,000
Portugal	101,000	....	41,700	(2)	142,700	....
Rumania* AA	6,000	....	15,000	2,000	23,000	5,300
Spain	110,000	....	98,300	9,325	217,625	75,000
Sweden AA	634,000	....	112,600	8,400	755,000	300,000
Switzerland	279,500	....	43,000	2,500	325,000	....
U.S.S.R.* AA	350,000	....	2,500,000	25,000	2,875,000	....
Yugoslavia	11,500	....	21,900	1,905	35,305	12,138
Total Europe	12,171,750	40,987	6,956,671	243,280	19,371,701	9,476,239

COUNTRY	Passenger Cars	Taxicabs	Trucks	Buses	Total	Motor-cycles
ASIA						
Afghanistan AA	460	....	4,850	110	5,420	5
Aden	2,316	....	978	(2)	3,339	167
Arabia	16,500	....	23,000	700	40,200	153
Bahrein Islands	1,120	....	874	60	2,054	....
British North Borneo	845	....	729	(2)	1,574	....
Burma AA	11,250	....	9,200	5,360	25,810	975
Ceylon	55,083	....	16,164	4,496	75,743	10,326
China AA	20,000	....	100,000	1,000	121,000	500
Formosa (Taiwan)	4,000	....	4,509	2,200	10,709	2,100
Hong Kong	16,902	627	3,812	563	21,277	1,427
India AA	159,788	13,860	94,102	36,174	290,064	27,500
Indochina (French) AA	37,400	....	14,890	200	52,490	....
Indonesia, Republic of	62,000	....	43,900	9,569	115,469	74,440
Iran	29,090	....	18,670	5,781	53,541	3,174
Iraq	16,340	5,357	10,298	3,606	30,244	1,697
Israel	17,355	2,346	18,600	1,900	37,855	10,655
Japan [7]	148,200	....	687,000	34,000	869,200	504,770
Jordan	3,568	1,479	3,270	647	7,485	250
Korea, Republic of	2,862	....	10,546	2,542	15,950	547
Lebanon	22,578	3,195	4,183	1,089	27,850	....
Macau AA	300	....	58	(2)	358	....
Malaya, Federation of AA	55,722	3,363	21,827	2,076	79,625	17,918
Pakistan	26,495	1,436	13,100	580	40,175	5,376
Philippine Islands AA	51,511	....	33,081	18,897	103,489	2,202
Palestine	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Sarawak AA	745	....	440	(2)	1,185	1,043
Singapore	41,332	1,767	9,860	1,100	52,292	8,216
Syria AA	12,350	....	9,940	1,630	23,920	1,300
Thailand AA	27,300	....	19,300	7,600	54,200	7,900
Turkey AA	28,879	....	35,050	(6)	63,929	10,610
Total Asia	872,336	33,430	1,212,231	141,880	2,226,447	693,251
OCEANIA						
Australia	1,419,732	....	665,608	(2)	2,085,340	129,294
Cook Islands AA	45	....	90	....	135	85
Fiji Islands	3,454	492	2,170	236	5,860	200
Guam AA	7,731	....	2,799	16	10,546	379
Hawaii AA	153,366	....	26,682	707	180,755	2,439
New Caledonia	2,604	....	1,703	(2)	4,307	298
New Guinea—Papua	2,229	....	2,616	(2)	4,845	319
New Zealand	374,000	4,253	107,800	2,700	484,500	25,000
Samoa AA	65	....	100	20	185	....
Society Islands	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Trust Territory AA	114	....	85	2	201	1
Total Oceania	1,963,340	4,745	809,653	3,681	2,776,674	158,015
AFRICA						
Algeria AA	95,000	....	50,663	(2)	145,663	34,190
Angola	14,512	....	7,350	(2)	21,862	5,250
Belgium Congo	25,470	....	2,150	397	28,017	2,608
British East Africa AA	70,684	....	43,399	2,617	116,700	3,083
British Somaliland AA	100	....	825	(2)	925	....
British West Africa:						
Gambia	361	....	671	....	1,032	1,100
Gold Coast	13,700	....	18,490	208	32,398	940
Nigeria	17,500	....	16,625	(2)	34,125	3,000
Sierra Leone	3,300	....	1,940	549	5,789	300
Canary Islands AA	5,285	....	3,635	547	9,467	....
Cape Verde Islands AA	118	....	56	....	174	51
Egypt	70,100	12,455	1,681	5,516	77,297	11,600
Eritrea Ethiopia [9] AA	9,247	....	6,926	248	16,421	900
French Cameroons AA	5,450	....	12,600	630	18,680	1,600
French Equitorial Africa AA	5,900	....	11,500	112	17,512	1,225
French Somaliland AA	629	....	216	....	845	60
French West Africa AA	21,890	....	32,235	1,275	55,400	8,606
Liberia AA	1,649	....	1,625	16	3,290	15
Libya AA	5,415	....	747	(2)	6,162	760
Madagascar	13,475	....	15,840	(2)	29,315	1,310
Maderia	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Mauritius AA	5,800	....	1,850	250	7,900	430
Morocco	110,000	....	47,000	2,475	159,475	1,400
Mozambique	16,482	....	5,815	(2)	22,297	2,200
Nyasaland	3,915	....	2,474	90	6,479	714
Reunion Island	7,000	....	(6)	(6)	....	....
Rhodesia (North and South)	69,894	....	32,868	815	103,577	5,276
St. Thomas Principe AA	89	....	60	(2)	149	45
Seychelles Island AA	197	....	54	(2)	251	25
Somalia	1,320	....	2,100	39	3,459	500
Sudan	7,025	....	9,495	....	16,520	300
South West Africa	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Togoland	310	....	1,170	22	1,502	....
Tunisia	34,400	....	15,232	(2)	49,632	8,901
Union of South Africa	639,283	....	184,495	5,907	829,685	3,100
Total Africa	1,275,500	12,455	531,787	21,713	1,822,000	99,489

AA Source: American Automobile.
* Iron curtain countries.
[1] Included with passenger cars.
[2] Included with trucks.
[3] Includes station wagons.
[4] Includes jeeps.
[5] Includes motor scooters and bicycles with motors.
[6] Included with passenger cars.
[7] Includes 3-wheel passenger cars and 3-wheel trucks.
[8] Includes passenger cars and trucks.
[9] Now under one Government.
n. a. Not available.

Put your product in this "picture window"!

. . . where over ***80,000,000 motorists*** *can see your message closer to the point of sale.*

Little doubt that today's marketing world is a world on wheels. Supermarkets and shopping centers are but two prime examples of how America virtually "lives" in its autos.

Thus, the windshields of over 80,000,000 motorists provide a "picture window" through which these millions see the one advertising medium tailored to today's world—Outdoor Advertising.

Customers—whether they're walking or driving—see OUTDOOR as they are on the move . . . and in the mood . . . to buy. They see OUTDOOR closer to the point of sale. And OUTDOOR reaches more of them . . . more often . . . at lower cost. Most important, Outdoor's messages are remembered.

4 out of 5 people every month remember seeing specific OUTDOOR advertisements, according to Starch Continuing Study of Outdoor Advertising. In markets tested, more than 90% of people pass current posters an average of 21 times per month.

OUTDOOR SELLS 24 hours a day . . . every day of the year. Provides maximum flexibility to meet every kind of marketing problem. OUTDOOR offers full color . . . massive impact . . . and dominates the traffic channels of America.

Put your Advertising Outdoors and Watch the Customers Go Buy!

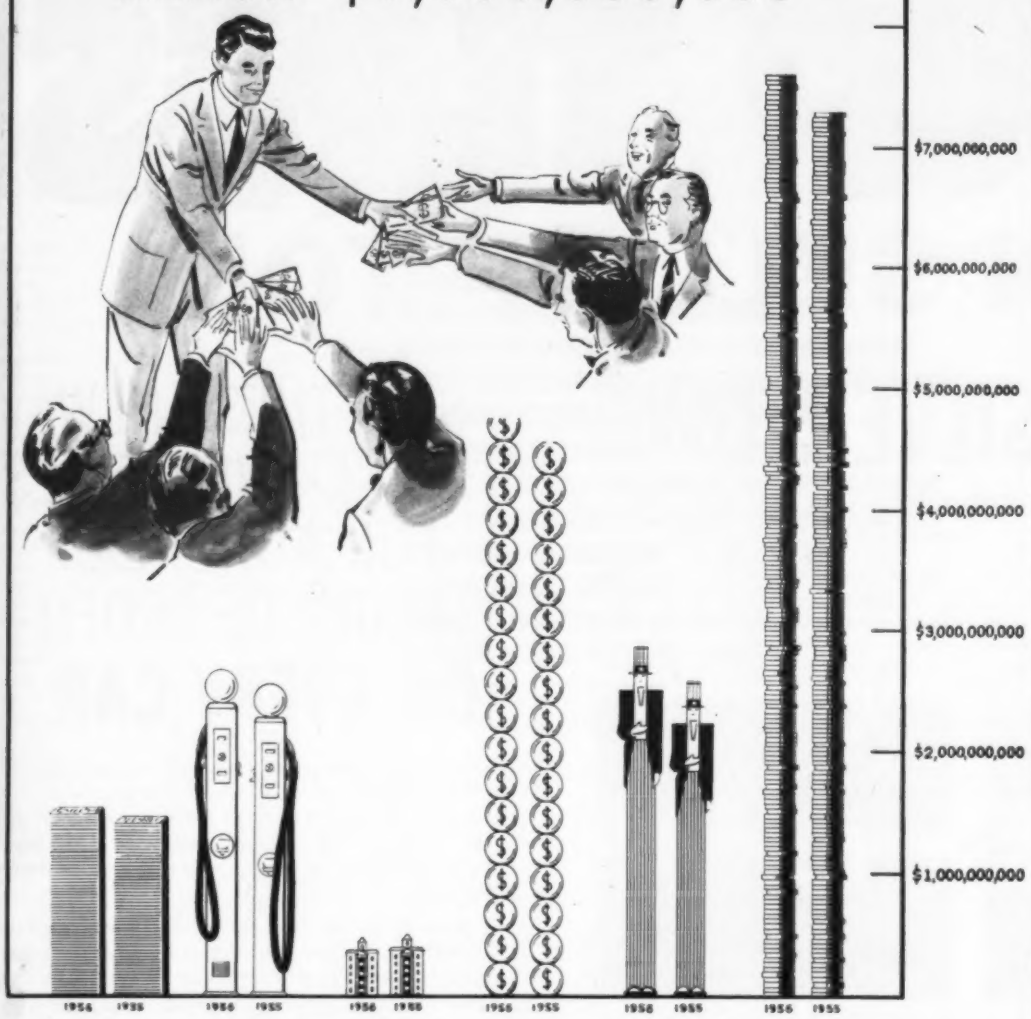
The proved selling power of Outdoor Advertising has contributed heavily to America's prosperity.

OUTDOOR ADVERTISING INC.

NATIONAL SALES REPRESENTATIVE OF THE OUTDOOR MEDIUM

60 EAST 42ND STREET, NEW YORK 17, NEW YORK • ATLANTA • BOSTON • CHICAGO • DALLAS • DETROIT • HOUSTON • LOS ANGELES • PHILADELPHIA • ST. LOUIS • SAN FRANCISCO • SEATTLE

1956 MOTOR VEHICLE TAXES REACH $7,600,000,000



	State Gross Registration Receipts (1)	State Gasoline Tax (Net) (1)	Municipal and County Taxes and Tolls (2)	Total Special Road Taxes	Federal Excise Taxes (3)	Total Special Taxes
1925	$ 260,583,000	$ 148,358,000	$ 43,085,000	$ 452,026,000	$ 145,302,000	$ 597,328,000
1926	288,236,000	187,603,000	50,051,000	525,890,000	96,432,000	622,322,000
1927	300,872,000	258,967,000	55,875,000	615,714,000	60,504,000	676,218,000
1928	322,577,000	305,234,000	61,738,000	689,549,000	28,222,000	717,771,000
1929	347,697,000	431,636,000	70,451,000	849,784,0000	.....	849,784,000
1930	355,580,000	494,683,000	74,470,000	924,733,000	.....	924,733,000
1931	344,313,000	537,589,000	78,696,000	960,598,000	.....	960,598,000
1932	325,104,000	514,139,000	74,470,000	914,813,000	75,356,000	990,169,000
1933	301,314,000	519,403,000	75,460,000	896,177,000	230,649,000	1,126,826,000
1934	316,754,000	566,642,000	80,714,000	964,110,000	235,743,000	1,199,853,000
1935	335,401,000	619,677,000	87,822,000	1,042,900,000	256,671,000	1,299,571,000
1936	374,920,000	691,420,000	95,025,000	1,161,365,000	197,142,000	1,458,507,000
1937	415,829,000	761,998,000	101,539,000	1,279,366,000	326,515,000	1,605,881,000
1938	405,246,000	771,764,000	105,190,000	1,282,200,000	267,959,000	1,550,159,000
1939	430,549,000	821,656,000	117,207,000	1,369,412,000	324,012,000	1,693,424,000
1940	457,091,000	870,136,000	129,360,000	1,456,587,000	416,394,000	1,872,981,000
1941	511,242,000	957,312,000	144,360,000	1,612,914,000	572,759,000	2,185,673,000
1942	470,864,000	844,855,000	124,637,000	1,440,356,000	626,055,000	2,066,411,000
1943	449,724,000	659,125,000	104,722,000	1,213,571,000	445,814,000	1,659,385,000
1944	445,620,000	680,950,000	40,078,000	1,231,448,000	486,097,000	1,717,545,000
1945	467,589,000	783,691,000	117,693,000	1,368,973,000	556,963,000	1,925,936,000
1946	551,318,000	1,064,681,000	155,822,000	1,771,821,000	798,406,000	2,570,227,000
1947	646,097,000	1,206,305,000	183,038,000	2,035,440,000	1,039,373,000	3,074,813,000
1948	755,183,000	1,350,028,000	213,597,000	2,318,808,000	1,154,370,000	3,473,178,000
1949	833,639,000	1,474,508,000	235,699,000	2,543,846,000	1,280,663,000	3,824,509,000
1950	948,333,000	1,667,229,000	264,328,000	2,879,890,000	1,479,471,000	4,359,361,000
1951	1,054,136,000	1,812,624,000	289,693,000	3,156,453,000	1,547,775,000	4,704,228,000
1952	1,133,507,000	1,967,831,000	363,000,000	3,464,338,000	1,866,972,000	5,331,310,000
1953	1,249,928,000	2,155,110,000	404,000,000	3,809,038,000	2,183,486,000	5,992,524,000
1954	1,334,140,000	2,305,759,000	460,000,000	4,099,899,000	2,203,618,000	6,303,517,000
1955	1,482,648,000	2,543,045,000	535,000,000	4,560,693,000	2,735,636,000	7,296,329,000
1956*	.....	.....	.....	.....	.....	7,600,000,000

These are special taxes on the motor vehicle users. Income and property taxes on motor vehicle, body, parts and tire factories, garages, dealers, repair shops, terminal and truck, taxicab and bus operating companies are not included.
(1) U. S. Bureau of Public Roads. Registration receipts include special motor carrier fees.
*Preliminary.
(2) Estimated from data compiled by the Board of Investigation and Research. Includes parking meter revenues.
(3) Estimated by Automobile Manufacturers Association from various special surveys by the U. S. Bureau of Public Roads. Includes both private and public toll facilities.

Source: Automobile Manufacturers Assn.

Average Annual Employment, Wages in Auto Industry

Establishments primarily engaged in manufacturing motor vehicles, passenger-car bodies, truck and bus bodies, motor-vehicle parts and accessories, truck trailers and automobile trailers.

	All Employes	Production and Related Workers			
YEAR	Number (thousands)	Number (thousands)	Average Weekly Earnings	Average Weekly Hours	Average Hourly Earnings
1940	532	465	35.76	38.2	.936
1941	654	571	41.75	40.3	1.036
1942	576	490	52.88	45.2	1.170
1943	756	642	57.84	46.8	1.236
1944	793	663	58.89	46.3	1.272
1945	663	538	52.79	42.0	1.257
1946	662	544	50.61	37.8	1.339
1947	776.2	648.8	57.45	39.0	1.473
1948	789.3	654.6	61.86	38.4	1.661
1949	759.6	635.3	65.97	38.9	1.696
1950	825.2	701.6	73.25	41.2	1.778
1951	884.5	707.9	75.45	39.5	1.91
1952	790.2	644.4	82.82	40.6	2.04
1953	928.9	767.1	87.95	41.1	2.14
1954	775.6	624.4	88.91	40.6	2.19
1955	896.5	740.4	97.78	42.7	2.29
1956*	791.3	633.2	95.11	40.3	2.36

*Preliminary. Source: U. S. Department of Labor, Bureau of Labor Statistics.

Number of Auto Workers By Months 1951-1956

Establishments primarily engaged in manufacturing motor vehicles, passenger-car bodies, truck and bus bodies, motor-vehicle parts and accessories, truck trailers and automobile trailers.

	All Employes	Production and Related Workers			
YEAR AND MONTH	Number (thousands)	Number (thousands)	Average Weekly Earnings	Average Weekly Hours	Average Hourly Earnings
1951—January	889.9	754.8	$ 71.58	38.9	$1.84
February	911.5	776.6	74.19	40.1	1.85
March	917.5	778.4	75.76	40.3	1.88
April	895.7	758.8	74.24	39.7	1.87
May	874.2	737.9	74.43	39.8	1.87
June	860.3	724.8	74.69	38.9	1.92
July	814.5	680.1	73.15	37.9	1.93
August	803.1	667.6	76.43	39.6	1.93
September	806.7	670.4	77.21	39.8	1.94
October	797.4	659.7	77.21	39.8	1.94
November	784.8	647.0	76.25	39.1	1.95
December	777.9	639.1	79.99	40.4	1.98
1952—January	766.9	626.4	$ 80.19	40.5	$1.98
February	767.5	626.5	79.59	40.4	1.97
March	777.9	635.8	80.80	40.4	2.00
April	799.4	655.4	79.40	39.9	1.99
May	803.9	659.8	80.40	40.2	2.00
June	808.9	662.2	79.40	39.5	2.01
July	659.4	513.5	71.84	36.1	1.99
August	668.9	521.0	77.57	38.4	2.02
September	814.6	668.7	88.20	41.8	2.11
October	842.8	695.2	91.80	43.1	2.13
November	878.8	727.2	89.46	42.0	2.13
December	893.1	740.9	90.95	42.5	2.14
1953—January	912.0	758.6	$ 86.94	41.4	$2.10
February	942.2	785.5	88.40	41.7	2.12
March	966.4	806.5	88.41	41.9	2.11
April	978.8	818.8	88.83	41.9	2.12
May	970.8	806.7	87.15	41.5	2.10
June	960.7	796.1	89.23	41.5	2.15
July	959.6	791.1	87.91	40.7	2.16
August	930.5	764.0	88.58	41.2	2.15
September	893.5	729.4	86.58	39.9	2.17
October	889.2	726.1	88.13	40.8	2.16
November	860.1	698.6	87.02	40.1	2.17
December	883.3	723.9	87.42	40.1	2.18
1954—January	850.6	695.1	$ 89.79	41.0	$2.19
February	827.7	675.3	85.72	39.5	2.17
March	812.4	659.2	84.93	39.5	2.15
April	806.0	653.4	87.26	40.4	2.16
May	778.5	628.0	88.34	40.9	2.16
June	772.5	620.2	85.28	39.3	2.17
July	738.2	585.5	85.06	39.2	2.17
August	707.3	556.8	88.00	40.0	2.20
September	646.6	498.7	89.15	39.8	2.24
October	720.9	572.4	90.54	40.6	2.23
November	804.2	655.5	96.53	42.9	2.25
December	841.0	690.4	99.44	44.0	2.26
1955—January	867.7	716.3	$ 96.75	43.0	$2.25
February	887.7	735.2	98.99	43.8	2.26
March	909.1	756.1	100.56	44.3	2.27
April	924.9	770.6	97.88	43.5	2.25
May	924.2	769.1	101.00	44.3	2.28
June	917.8	761.8	88.80	40.0	2.22
July	895.9	739.5	97.75	42.5	2.30
August	857.9	700.6	95.45	41.5	2.30
September	825.1	668.1	96.23	41.3	2.33
October	846.6	687.8	98.05	41.9	2.34
November	943.3	783.8	104.96	44.1	2.38
December	958.0	796.2	98.09	42.1	2.33
1956—January	933.8	772.4	$ 90.97	39.9	$2.28
February	875.1	713.2	87.55	38.4	2.28
March	840.6	678.1	89.67	39.5	2.27
April	817.8	655.3	90.97	39.9	2.28
May	775.3	613.2	85.73	37.6	2.28
June	732.2	574.2	88.47	38.3	2.31
July	716.0	560.6	92.97	39.9	2.33
August	695.5	541.3	93.30	39.7	2.35
September	657.8	503.6	99.47	40.6	2.45
October	757.8	603.8	102.83	41.8	2.46
November	825.0	669.1	106.14	42.8	2.48
December*	853.9	698.9	112.45	44.8	2.51

*Preliminary estimates. Source: U. S. Department of Labor, Bureau of Statistics.

B.F.Goodrich ANNOUNCES

TWO TOP TIRES

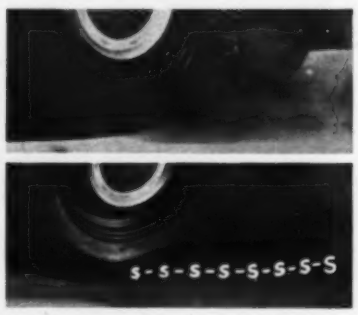
YOU CAN SELL UP TO!

NEW LIFE-SAVER SILVERTOWN

WITH **NYLON**–SEALS PUNCTURES PERMANENTLY!

The LIFE-SAVER was always known as the "safest tire you could buy". Now... combining nine years as the leader in tubeless tires with an exclusive method of using Nylon cords . . . B. F. Goodrich has the LIFE-SAVER SILVERTOWN! This ultra-modern premium tire is stronger, has better traction, looks better and, of course, it's the *"safest* tire you can buy!" A tire like that could sell itself—and does!

Puncture Protection. . . when a nail punctures the LIFE-SAVER SILVERTOWN (left), a gummy sealant closes about it, follows it into the hole as it is withdrawn to provide a *permanent* repair. Ordinary tire (right) loses air immediately and goes flat.



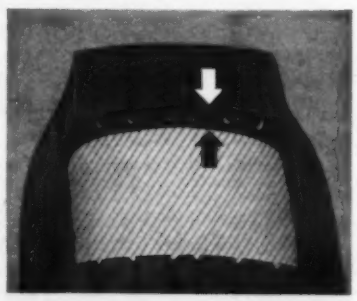
Blowout Protection . . . B. F. Goodrich Nylon cord construction adds new strength to the body of the LIFE-SAVER SILVERTOWN, reduces flex fatigue and doubles the protection against bruise-breaks—the patented inner-liner changes bruise-blowouts to safe s-s-slowouts.

NEW SILVERTOWN 125

WITH **NYLON**–SAFER DRIVING AT HIGHER SPEEDS!

With more and more superhighways criss-crossing the country, drivers need a tire that will take the punishment of high speeds, and also give them good mileage at ordinary speeds. The new Nylon Silvertown 125 answers both these problems. Built with 6 plies of strong, safe nylon cord (ordinary tires have only 4 plies), the Silvertown 125 has a greater resistance to high-speed shock waves . . . flexing damage and bruise-breaks.

Super-V Construction—Reducing the cord angle in the tire provides greater strength and stability which helps the tire resist devastating shock waves at high speeds. Cord angle in the Silvertown 125 closely approximates that of a racing tire without sacrificing comfortable ride and satisfactory wear.



SILVERTOWN 125 full tread design—There's plenty of mileage built into the Silvertown 125. Most high speed tires have very thin tread, but the tread on the Silvertown 125 is the same width and depth as original equipment tires. At normal speeds this tread gives the same mileage as conventional tires.

SELL THESE NEW CHANGE-OVER TIRES FOR A HIGHER MARGIN OF PROFIT ON EVERY CAR

B.F.Goodrich has brought out two premium performance tires for 1957: the new Nylon LIFE-SAVER, and the Nylon Silvertown 125. Both tires offer the new car buyer the *best* in beauty, comfort, and long-lasting safety. And both of these tires offer *you* a greater gross profit on every car you sell!

By putting two top tires on the change-over market, B. F. Goodrich doubles your opportunity for profitable change-over sales. The new Nylon LIFE-SAVER is for the motorist who demands trouble-free driving through B. F. Goodrich's patented puncture-sealing protection as well as beauty and better performance. The Nylon Silvertown 125 is the preferred safety tire for the man who's used to driving at turnpike speeds.

B. F. Goodrich Change-Over Plan

These two new tires are important to you! So B.F.Goodrich has devised a Change-Over Plan to help you get extra sales and profits, and it's simple to operate:

1. You need not carry an inventory of tires, unless you want to. Your local B. F. Goodrich dealer will supply them *as you need them.*
2. No trouble with the trade-in tires. Your B.F.Goodrich dealer will take the original equipment tires so you won't have to "work-out" the trade-in.
3. Prices are computed for you. You don't have to worry about exchange prices or market prices. All of this is worked out on a handy pocket price card. Each of your salesmen will have exchange price lists for both the B. F. Goodrich LIFE-SAVER Silvertown and Silvertown 125.
4. No service problems. If you prefer . . . your local B. F. Goodrich dealer will handle all service requirements of these premium tires.

To help sell these change-over tires, put them on floor models and demonstrators, give cash incentive awards to salesmen and service personnel, and sell-up every new car buyer to these profit-makers!

Find out how the B.F.Goodrich Change-Over Plan can be fitted to your particular selling needs. Call your nearest B. F. Goodrich office today, or write to the B. F. Goodrich Tire Company, Akron, Ohio.

B.F.Goodrich

Now's the time to change over to the B.F.Goodrich Change-over Plan!

Gasoline Consumption

By States, 1956

	Gallons
Alabama	886,816,000
Arizona	390,382,000
Arkansas	552,458,000
California	5,333,637,000
Colorado	638,116,000
Connecticut	693,555,000
Delaware	155,526,000
District of Columbia	202,757,000
Florida	1,533,671,000
Georgia	1,169,369,000
Idaho	255,444,000
Illinois	2,854,683,000
Indiana	1,717,712,000
Iowa	1,118,544,000
Kansas	1,039,056,000
Kentucky	817,727,000
Louisiana	876,195,000
Maine	299,606,000
Maryland	820,070,000
Massachusetts	1,265,667,000
Michigan	2,486,954,000
Minnesota	1,205,802,000
Mississippi	610,052,000
Missouri	1,589,949,000
Montana	291,011,000
Nebraska	569,003,000
Nevada	129,118,000
New Hampshire	184,629,000
New Jersey	1,846,099,000
New Mexico	389,125,000
New York	3,710,039,000
North Carolina	1,311,884,000
North Dakota	304,501,000
Ohio	3,070,565,000
Oklahoma	943,852,000
Oregon	642,775,000
Pennsylvania	2,989,211,000
Rhode Island	234,930,000
South Carolina	664,152,000
South Dakota	326,654,000
Tennessee	1,036,984,000
Texas	4,495,889,000
Utah	301,711,000
Vermont	121,717,000
Virginia	1,233,978,000
Washington	931,391,000
West Virginia	482,599,000
Wisconsin	1,214,190,000
Wyoming	164,086,000
TOTAL	56,103,841,000

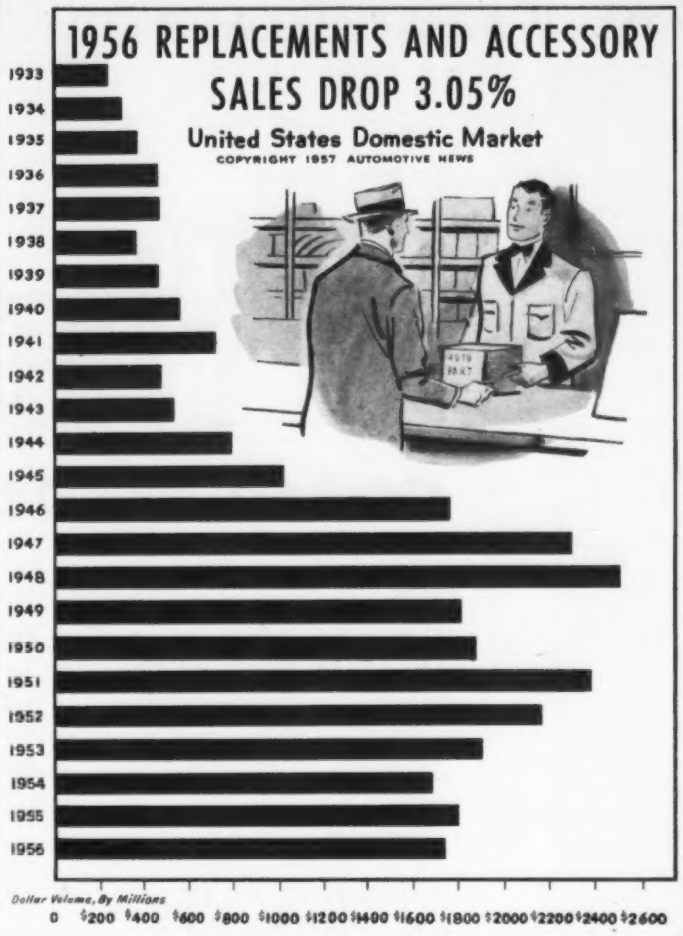
Source: American Petroleum Institute.

Gasoline Prices, '56

Average 50 Representative Cities

CITY	*Price per Gal.
Portland, Me	$ .2957
Manchester, N. H.	.2840
Burlington, Vt.	.3182
Boston, Mass.	.2705
Providence, R. I.	.2490
Hartford, Conn.	.2690
Buffalo, N. Y.	.3035
New York, N. Y.	.3098
Newark, N. J.	.2515
Philadelphia, Pa.	.2748
Wilmington, Del.	.2907
Baltimore, Md.	.2986
Washington, D. C.	.3012
Charleston, W. Va.	.3073
Norfolk, Va.	.2973
Charlotte, N. C.	.3015
Charleston, S. C.	.3165
Atlanta, Ga.	.3068
Jacksonville, Fla.	.2910
Birmingham, Ala.	.2940
Jackson, Miss.	.3255
Memphis, Tenn.	.3065
Louisville, Ky.	.2932
Cleveland, Ohio	.2865
Cincinnati, Ohio	.2940
Indianapolis, Ind.	.2890
Chicago, Ill.	.3065
Detroit, Mich.	.3206
Milwaukee, Wis.	.3165
Twin Cities, Minn.	.2628
Fargo, N. D.	.3023
Huron, S. D.	.3050
Omaha, Neb.	.2986
Des Moines, Iowa	.2843
St. Louis, Mo.	.2775
Wichita, Kans.	.2740
Tulsa, Okla.	.2981
Little Rock, Ark.	.2973
New Orleans, La.	.3100
Dallas, Texas	.2796
Houston, Texas	.2740
Albuquerque, N. M.	.3318
Denver, Colo.	.2743
Cheyenne, Wyo.	.3193
Great Falls, Mont.	.3508
Boise, Idaho	.3321
Salt Lake City, Utah	.3091
Reno, Nev.	.3393
Phoenix, Ariz.	.3015
Los Angeles, Calif.	.2906
San Francisco, Calif.	.3120
Portland, Ore.	.3092
Seattle, Wash.	.3141
Spokane, Wash.	.3467
AVERAGE	$ .2993

* Includes State, Federal and local taxes. Housebrand (regular grade gasoline).



Replacement Parts and Accessory Sales

Estimates Are Based on Federal Excise Tax Receipts

Calendar Year	Wholesale Value	Yearly Increase %	Calendar Year	Wholesale Value	Yearly Increase %
1933	$234,461,090	...	1945	1,037,800,000	31.5
1934	299,879,633	28.0	1946	1,750,200,000	68.6
1935	373,159,429	24.6	1947	2,309,200,000	31.9
1936	454,110,443	21.5	1948	2,451,500,000	6.2
1937	461,774,995	2.0	1949	1,809,900,000	—26.2
1938	360,892,902	—21.6	1950	1,881,700,000	4.0
1939	460,408,017	27.5	1951	2,399,400,000	27.5
1940	553,004,020	20.0	1952	2,164,300,000	— 9.8
1941	718,212,295	30.0	1953	1,892,400,000	—12.56
1942	471,956,985	—34.3	1954	1,683,000,000	—11.07
1943	527,710,048	12.0	1955	1,805,000,000	+ 7.25
1944	789,200,000	49.6	1956†	1,750,000,000	— 3.05

The Federal excise tax does not apply on parts and accessories exported, direct sales to governments*, sales of garage and service equipment and items which are used for a variety of purposes other than automotive, such as bolts, nuts, lacquers, paints, varnish, cloth, leather, etc., used in repairs.

†Preliminary

Source: Automobile Mfrs. Assn.

The Petroleum Picture

U. S. Production of Liquid Petroleum Products

Year	Annual Total (000 bbls.)	Daily Avg. (actual bbls.)
1939	1,319,110	3,614,000
1940	1,412,081	3,858,145
1941	1,486,518	4,072,652
1942	1,472,364	4,033,874
1943	1,595,729	4,371,860
1944	1,780,350	4,864,344
1945	1,828,539	5,009,696
1946	1,851,748	5,073,282
1947	1,989,850	5,451,643
1948	2,167,264	5,921,486
1949	1,999,215	5,477,301
1950	2,155,693	5,906,008
1951	2,452,676	6,719,700
1952	2,513,733	6,868,100
1953	2,596,166	7,112,800
1954	2,567,628	7,034,600
1955	2,766,325	7,579,000
1956	2,905,588	7,938,800

U. S. Consumption of Liquid Petroleum Products

Year	Annual Total (000 bbls.)	Daily Avg. (actual bbls.)
1939	1,230,486	3,371,195
1940	1,326,620	3,624,645
1941	1,485,779	4,070,627
1942	1,449,908	3,972,351
1943	1,521,426	4,168,290
1944	1,671,263	4,566,292
1945	1,772,685	4,856,671
1946	1,792,786	4,911,742
1947	1,989,803	5,452,000
1948	2,113,678	5,775,077
1949	2,118,250	5,803,425
1950	2,375,057	6,507,005
1951	2,569,827	7,040,600
1952	2,664,407	7,279,800
1953	2,775,321	7,603,600
1954	2,832,424	7,760,100
1955	3,087,775	8,459,700
1956	3,205,150	8,757,200

U. S. Exports of Liquid Petroleum Products

Year	Annual Total (000 bbls.)	Daily Avg. (actual bbls.)
1938	194,145	531,904
1939	189,549	519,312
1940	130,466	356,464
1941	108,830	298,164
1942	116,907	320,293
1943	149,957	410,841
1944	207,616	567,257
1945	182,983	501,323
1946	153,123	419,515
1947	164,477	450,600
1948	134,674	367,962
1949	119,376	327,058
1950	111,306	304,948
1951	154,052	422,100
1952	158,188	432,200
1953	146,591	401,600
1954	129,733	355,400
1955	134,188	367,600
1956	156,945	428,800

U. S. Imports of Liquid Petroleum Products

Year	Annual Total (000 bbls.)	Daily Avg. (actual bbls.)
1938	54,308	148,789
1939	59,060	161,808
1940	83,751	228,825
1941	97,142	266,142
1942	35,966	98,537
1943	63,412	173,732
1944	92,311	252,216
1945	113,619	311,285
1946	137,676	377,195
1947	159,389	436,682
1948	188,144	514,055
1949	235,559	645,367
1950	310,261	850,030
1951	308,194	844,400
1952	348,507	952,200
1953	377,499	1,034,200
1954	383,955	1,051,900
1955	455,564	1,248,100
1956	522,039	1,426,300

Source: Bureau of Mines. American Petroleum Institute.

U.S. Automotive Tire, Tube Statistics

TIRES — Passenger Car

	SHIPMENTS					
	Original Equipment	Replacement	Export	Total	Production	Inventory
1929	17,511,752	43,916,524	2,049,509	63,477,785	62,809,887	10,806,961
1930	10,589,286	36,194,381	1,873,306	48,656,973	46,130,148	8,061,066
1931	8,275,291	35,984,807	1,247,803	45,507,901	44,378,021	7,024,207
1932	5,321,246	30,300,096	681,421	36,302,763	36,128,309	6,844,966
1933	9,031,274	29,137,759	737,208	38,906,241	39,976,453	7,986,820
1934	11,161,220	28,870,716	735,239	40,767,175	41,045,258	8,294,858
1935	17,063,692	26,035,729	947,564	44,046,985	43,255,729	7,054,179
1936	18,941,208	26,999,003	643,679	46,583,890	49,013,253	9,290,963
1937	20,054,754	26,177,433	696,273	46,928,460	46,496,958	8,744,761
1938	10,085,827	27,103,970	580,165	37,769,962	35,789,302	6,936,901
1939	15,742,253	33,470,797	607,229	49,820,279	49,932,954	7,107,493
1940	19,560,272	30,902,707	411,099	50,874,078	50,965,429	7,270,192
1941	19,855,693	34,118,268	586,423	54,560,384	50,391,918	3,165,132
1942	910,489	2,734,003	37,852	3,682,344	2,790,397	4,432,038
1943	81,917	10,605,445	71,655	10,759,017	7,620,440	1,132,259
1944	208,086	18,329,918	130,032	18,668,036	18,818,738	1,217,615
1945	1,115,295	25,462,305	222,375	26,799,975	28,199,792	2,214,517
1946	11,086,542	54,684,036	652,643	66,423,221	66,466,319	1,763,472
1947	19,644,143	52,857,228	1,608,082	74,109,453	77,795,299	5,444,071
1948	21,589,040	41,295,434	655,686	63,540,160	66,738,436	8,772,822
1949	28,128,583	36,439,572	508,565	65,076,720	65,140,287	8,903,731
1950	36,678,352	47,102,627	641,987	84,422,966	78,598,174	3,050,301
1951	26,728,553	34,226,242	723,242	61,678,037	65,545,941	6,973,419
1952	24,106,077	45,457,870	740,954	70,304,901	74,341,140	11,251,074
1953	33,098,490	45,874,056	806,199	79,778,745	81,430,817	13,043,064
1954	29,741,478	47,043,543	927,646	77,712,667	76,794,128	12,217,280
1955	42,574,053	50,189,250	966,406	93,729,709	97,223,165	15,963,038
1956*	30,873,852	53,251,512	874,751	85,000,115	85,546,238	16,493,563

Truck and Bus

	SHIPMENTS					
	Original Equipment	Replacement	Export	Total	Production	Inventory
1929	1,877,011	3,168,347	871,712	5,917,070	5,915,954	1,030,999
1930	1,426,303	2,826,460	731,649	4,984,412	4,835,325	942,372
1931	1,217,988	2,771,043	563,757	4,552,788	4,362,255	750,513
1932	706,445	2,916,409	325,407	3,948,261	3,956,356	799,393
1933	1,455,575	3,356,675	375,223	5,187,473	5,327,777	901,250
1934	2,114,883	3,405,098	399,389	5,919,370	6,187,490	1,160,127
1935	2,199,903	3,369,883	566,358	6,136,144	6,106,052	1,141,684
1936	2,504,906	3,867,583	429,120	6,801,609	7,027,512	1,426,493
1937	2,297,847	3,708,893	550,188	6,556,928	6,813,015	1,638,474
1938	1,430,303	3,463,268	468,769	5,362,340	5,117,433	1,514,489
1939	2,465,303	4,551,237	671,956	7,688,496	7,679,777	1,557,012
1940	2,692,597	4,442,949	764,813	7,900,359	8,220,994	1,856,336
1941	4,924,615	5,776,145	902,790	11,603,550	11,148,278	1,270,933
1942	5,769,699	6,137,864	169,473	12,077,036	12,560,987	1,815,169
1943	6,045,703	7,941,218	153,800	14,140,721	12,802,789	751,238
1944	6,446,428	8,108,959	132,568	14,687,955	14,626,833	795,020
1945	4,868,993	11,016,111	282,028	16,167,132	16,324,121	862,664
1946	4,223,610	10,806,211	859,369	15,889,190	15,831,862	684,800
1947	5,411,521	10,013,994	1,648,396	17,073,911	17,754,837	1,505,221
1948	5,256,413	7,852,877	1,131,812	14,241,102	14,575,981	1,925,403
1949	3,455,781	7,026,115	958,420	11,440,316	11,228,440	1,734,456
1950	4,670,783	9,704,975	788,450	15,164,208	14,155,842	743,216
1951	5,424,030	10,385,636	954,018	16,763,684	17,859,036	1,791,367
1952	5,377,635	8,884,074	779,007	15,040,716	16,069,975	2,859,156
1953	4,837,634	9,317,012	733,954	14,888,600	14,690,498	2,662,741
1954	3,591,223	8,111,034	825,601	12,527,858	12,346,811	2,544,705
1955	4,800,314	9,056,789	912,223	14,769,326	14,955,092	2,815,258
1956*	4,547,875	8,894,228	882,532	14,324,635	14,859,457	3,377,991

INNER TUBES — Passenger Car

	SHIPMENTS					
	Original Equipment	Replacement	Export	Total	Production	Inventory
1945	1,114,505	23,385,741	158,031	24,658,277	25,710,742	2,247,325
1946	11,125,433	49,655,264	596,402	61,377,099	62,411,547	2,603,978
1947	19,688,340	39,772,191	1,192,313	60,652,844	65,011,725	6,119,098
1948	21,629,001	34,821,337	397,458	56,847,796	58,543,777	7,769,492
1949	28,095,248	26,647,426	333,741	55,076,415	56,437,987	8,876,530
1950	36,719,625	36,037,257	402,320	73,159,202	69,131,682	5,475,671
1951**	26,634,864	26,123,674	470,526	53,229,064	54,386,178	8,026,550
1952	24,155,175	27,560,622	497,143	52,212,940	53,549,988	9,616,668
1953	33,141,770	30,117,985	426,275	63,686,030	63,424,183	9,650,503
1954	21,528,283	29,869,016	442,961	51,840,260	49,056,789	7,534,559
1955	614,957	27,035,691	424,789	28,075,437	24,531,783	4,541,547
1956*	361,291	26,294,817	460,811	27,116,919	25,760,719	3,956,130

**From 1951 on, figures include motorcycle tubes.

*Preliminary estimate.

Source: Rubber Manufacturers Association.

GASOLINE PRICES AND TAXES, 1920-1956

Yearly Averages from 50 Representative Cities in the United States

	Tank Wagon (Inc. Tax)	Service Station (Inc. Tax)	Gasoline Taxes	Service Station (Inc. Tax)
1920	$ .2885	$ .2974	$ .0097	$ .2985
1921	.2489	.2611	.0020	.2631
1922	.2263	.2482	.0038	.2529
1923	.1966	.2106	.0091	.2197
1924	.1686	.1946	.0148	.2094
1925	.1746	.2009	.0211	.2220
1926*	.1744	.2097	.0241	.2338
1927	.1500	.1828	.0281	.2109
1928	.1483	.1790	.0304	.2094
1929	.1458	.1792	.0350	.2142
1930	.1240	.1616	.0379	.1996
1931	.0965	.1298	.0400	.1698
1932	.1000	.1330	.0463	.1793
1933	.0942	.1241	.0541	.1782
1934	.0761	.1364	.0521	.1885
1935	.0973	.1365	.0529	.1894
1936	.1021	.1410	.0535	.1945
1937	.1053	.1459	.0540	.1999
1938	.1004	.1407	.0544	.1951
1939	.0968	.1331	.0544	.1875
1940	.0908	.1275	.0566	.1841
1941	.0949	.1330	.0593	.1923
1942	.1044	.1446	.0597	.2043
1943	.1046	.1456	.0597	.2053
1944	.1049	.1462	.0597	.2059
1945	.1033	.1448	.0602	.2050
1946	.1040	.1469	.0608	.2077
1947	.1233	.1698	.0610	.2311
1948	.1405	.1904	.0634	.2538
1949	.1505	.2027	.0652	.2679
1950	.1510	.2008	.0660	.2668
1951	.1539	.2031	.0684	.2715
1952	.1827	.2424	.0732	.2156
1953	.1995	.2128	.0741	.2869
1954	.1619	.2156	.0760	.2916
1955	.1610	.2142	.0765	.2907
1956	.1632	.2157	.0836	.2993

*1926 and subsequent are "Posted Dealer Tank Wagon" prices.

Unexcelled design, research, experimental, manufacturing and financial resources at the command of the automotive industry, the farm machinery industry, the construction machinery industry, the road construction machinery industry.

Vast experience as major suppliers of essential parts to the greatest names in these industries.

22 Plants

COAST TO COAST

AUTOMOTIVE BUMPERS AND ATTACHING PARTS
Standard Steel Spring Division
Coraopolis, Pa.
Standard Steel Spring Division
Newton Falls, Ohio
Mishawaka Division
Mishawaka, Indiana

AUTOMOTIVE AXLES AND TRANSMISSIONS
Timken-Detroit Axle Division
Detroit, Michigan
Wisconsin Axle Division
Oshkosh, Wisconsin
Bossert New Castle Division
New Castle, Pa.
Ohio Axle and Gear Division
Newark, Ohio
Timken-Detroit Axle Division
Windsor, Ontario, Canada

AUTOMOTIVE AND FARM EQUIPMENT BRAKES AND ASSEMBLIES
Timken-Detroit Brake Division
Ashtabula, Ohio

COIL, TORSION, PRECISION AND MECHANICAL SPRINGS
Muehlhausen Spring Division
Logansport, Indiana
Chelsea Spring Division
Chelsea, Michigan

CORRONIZING
Standard Steel Spring Division
Coraopolis, Pa.

FORGINGS
Timken-Detroit Axle Division
Detroit, Michigan

FLAT LEAF SPRINGS, TRACTOR SPRINGS
Standard Steel Spring Division
Gary, Indiana
Standard Steel Spring Division
New Castle, Pa.

LIGHT AND HEAVY STAMPINGS
Bossert Division
Utica, New York

OPEN STEEL FLOOR GRATING
Standard Steel Spring Division
Gary, Indiana

SEAT CUSHIONS, BACK SPRINGS, SEAT FRAMES
Great Lakes Spring Division
Chicago, Illinois
Standard Steel Spring Division
Los Angeles, California
Standard Steel Spring Division
Roebling, New Jersey

TRAILER AXLES, BRAKES
Timken-Detroit Axle Division
Kenton, Ohio

TUBULAR SEAT FRAMES
Great Lakes Spring Division
Chicago, Illinois

UNIVERSAL JOINTS
Blood Brothers Division
Allegan, Michigan

ROCKWELL SPRING AND AXLE COMPANY

A CONSOLIDATION OF

STANDARD STEEL SPRING COMPANY AND THE TIMKEN-DETROIT AXLE COMPANY

GENERAL OFFICES: CORAOPOLIS, PENNSYLVANIA

RESEARCH LABORATORY: Rockwell Spring and Axle Company, Coraopolis, Pa. • AXLE RESEARCH LABORATORY: Timken-Detroit Axle Division, Detroit, Mich.
SEATING RESEARCH LABORATORY: Standard Steel Spring Division, Birmingham, Mich. • DISTRICT OFFICE: 1217 Fisher Bldg., Detroit
CANADIAN OFFICES TIMKEN-DETROIT AXLE DIVISION OF CANADA, LTD., Windsor, Ontario, Canada

Radio and Television Network Expenditures for Passenger Car Advertising: 1951-1956

	1951 Radio-Television	1952 Radio	1952 Television	1952 Total	1953 Radio	1953 Television	1953 Total	1954 Radio	1954 Television	1954 Total	1955 Television	1956 Television
AMERICAN MOTORS												
Hudson	$ 163,177	.....	.....	.....	$ 64,701	.....	$ 64,701	.....	.....	.....	.....	.....
Nash	874,132	.....	$ 848,025	$ 848,025	.....	$ 8,775	8,775	$ 40,477	$ 181,242	$ 221,719	.....	$ 8,864
Combination & Institutional	.....	.....	.....	.....	.....	.....	.....	.....	406,245	406,245	$ 2,605,303	2,209,278*
TOTAL	1,037,309	.....	848,025	848,025	64,701	8,775	73,476	40,477	587,487	627,964	2,605,303	2,218,142*
CHRYSLER CORP.												
Chrysler	.....	.....	.....	.....	1,227	.....	1,227	.....	1,577,026	1,577,026	6,415,805	5,894,725
DeSoto	967,680	.....	1,456,314	1,456,314	.....	1,910,421	1,910,421	826,278	2,375,991	3,202,269	2,745,133	3,055,575
Dodge	295,956	.....	.....	.....	.....	.....	.....	839,713	2,541,601	3,381,314	4,900,603	5,696,376
Plymouth	46,700	$ 149,445	155,048	304,493	81,300	168,030	249,330	201,221	1,756,214	1,957,435	2,939,772	2,363,099
DeSoto-Plymouth	834,161	795,876	.....	795,876	822,428	.....	822,428	.....	.....	.....	.....	.....
Dodge-Plymouth	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	914,299
Other Combination & Institutional	.....	.....	.....	.....	.....	928,341	928,341	.....	570,123	570,123	271,456	274,190
TOTAL	2,144,497	945,321	1,611,362	2,556,683	904,955	3,006,792	3,911,747	1,867,212	8,820,955	10,688,167	17,272,769	18,198,264
FORD MOTOR CO.												
Ford	1,838,108	143,778	1,224,615	1,368,393	200,769	1,538,304	1,739,073	774,408	2,371,016	3,145,424	3,997,070	1,122,575
Lincoln-Mercury	1,185,595	.....	1,841,225	1,841,225	.....	2,568,280	2,568,280	.....	3,601,290	3,601,290	4,651,730	5,140,780
Ford Cars, Trucks, Parts & Service	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	4,053,066
Other Combination & Institutional	.....	.....	.....	.....	.....	208,996	208,996	.....	.....	.....	.....	.....
TOTAL	3,023,703	143,778	3,065,840	3,209,618	200,769	4,315,580	4,516,349	774,408	5,972,306	6,746,714	8,648,800	10,316,421
GENERAL MOTORS CORP.												
Buick	86,389	92,337	118,350	280,687	70,810	863,753	934,563	165,104	1,940,622	2,105,726	2,068,876	2,495,462
Cadillac	.....	.....	.....	.....	63,330	.....	63,330	.....	19,878	19,878	21,837	42,902
Chevrolet Cars, Trucks, Parts & Service	149,391	63,602	1,318,370	1,381,972	960,947	1,348,010	2,308,957	1,734,657	2,298,920	4,033,577	4,944,997	7,162,325
Oldsmobile	1,441,290	138,089	1,374,790	1,512,879	.....	2,075,899	2,075,899	105,848	2,268,914	2,374,762	1,726,567	2,868,315
Pontiac Cars, Parts & Service	117,270	28,635	177,848	206,483	.....	587,430	587,430	.....	1,496,535	1,496,535	1,468,061	1,957,849
Combination & Institutional	517,594	500,930	1,182,007	1,682,937	703,867	2,156,773	2,860,640	620,517	154,723	775,240	47,769	119,128
TOTAL	2,311,934	823,593	4,241,365	5,064,958	1,798,954	7,031,865	8,830,819	2,625,126	8,179,592	10,804,718	10,278,107	14,645,981
STUDEBAKER-PACKARD	302,672	.....	27,882	27,882	472,622	183,906	656,528	.....	298,240	298,240	.....	1,322,888
GRAND TOTAL	$8,820,115	$1,812,692	$9,794,474	$11,707,166	$3,442,001	$14,546,918	$17,988,919	$5,307,223	$23,858,580	$29,165,803	$38,804,979	$46,701,696*

* Includes some non-automotive expenditures for Kelvinator appliances.
Gross time for network facilities only. Cost of programs not included.

Source: Publishers Information Bureau.

1956 National Advertising Investment—
Automotive, Automotive Accessories & Equipment

(Source: P.I.B.—Cost of space only in magazines and newspaper supplements, gross cost of time only in network Television.)

	Magazines & Supplements	Network Television	Total
I. Manufacturers Investing $500,000 or more in these media for auto product advertising:			
American Motors	$ 1,706,491	$ 2,218,142*	$ 3,924,633*
Atlas Supply Corp.	803,721	.....	803,721
Champion Spark Plug	1,712,568	.....	1,712,568
Chrysler Corp.	8,051,706	18,198,264	26,249,970
Electric Auto Lite	554,004	.....	554,004
Firestone Tire & Rubber	2,615,267	1,724,734*	4,340,001*
Ford Motor Co.	11,476,376	10,316,421	21,792,797
General Motors Corp.	19,699,579	17,428,933*	37,128,512
General Tire & Rubber	1,122,330	186,168	1,308,498
B. F. Goodrich Co.	986,255	1,064,679	2,050,934
Goodyear Tire & Rubber	3,261,533	2,281,203*	5,542,736*
International Harvester Co.	1,293,373	.....	1,293,373
Studebaker-Packard	2,143,948	1,322,888	3,466,836
U. S. Rubber Co.	587,178	862,433*	1,449,611*
II. Total investment in automotive categories:			
Passenger Cars, Truck & Tractor	46,258,944	47,022,818*	93,281,762*
Tires & Tubes	9,856,392	6,297,866*	16,154,258*
Auto Accessories & Equipment	12,056,718	3,409,151	15,465,869
Total for Part II	$68,172,054	$56,729,835*	$124,901,889*

* Includes some non-automotive expenditures.

U. S. Imports of Motor Vehicles (Units)

Passenger Cars—New	
6 Months, 1956	47,097
July	9,149
August	7,285
September	8,151
October	10,323
November	12,220
December	13,456
12 Months, 1956	107,681
12 Months, 1955	57,125

Trucks, Truck & Bus Chassis—New	
6 Months, 1956	1,385
July	347
August	196
September	249
October	343
November	403
December	387
12 Months, 1956	3,310
12 Months, 1955	1,378

United States Exports of Passenger Cars and Chassis, 1935-56

Includes assembled units only.

Year	Under $850 Units	Under $850 Value	$850-$1,200 Units	$850-$1,200 Value	$1,200-$2,000 Units	$1,200-$2,000 Value	Over $2,000 Units	Over $2,000 Value	Total Units	Total Value
1935	161,535	$ 81,867,580	8,759	$ 8,304,968	1,463	$2,224,426	815	$2,113,783	172,572	$ 94,510,757
1936	165,501	86,788,566	11,758	11,238,283	1,817	2,722,621	881	2,274,784	179,957	103,024,254
1937	208,409	111,871,549	17,742	16,780,291	2,397	3,648,664	938	2,514,221	229,486	134,814,725
1938	141,305	78,341,388	17,353	16,734,848	2,356	3,500,441	598	1,566,534	161,612	100,143,211
1939	122,444	68,359,398	13,008	12,399,486	2.057	2,968,351	357	931,166	137,866	84,658,401
1940	76,670	44,753,019	10,567	9,989,458	1,390	1,992,036	179	519,224	88,806	57,253,737
1941	62,285	38,855,637	16,387	15,625,041	2,517	3,527,239	557	2,694,731	81,746	60,702,648
1942	6,127	4,348,157	6,947	6,930,128	639	924,390	238	997,069	13,951	13,199,744
1943	640	410,758	739	736,968	587	876,062	122	396,718	2,092	2,424,583
1944	31	21,539	490	564,164	875	1,443,190	253	755,540	1,654	2,791,252
1945	468	373,576	426	421,159	241	409,243	71	243,398	1,206	1,447,376
1946*	.....	.....	.....	.....	.....	.....	.....	.....	116,994	122,500,568
1947	.....	.....	.....	.....	.....	.....	.....	.....	266,795	335,330,258
1948	.....	.....	.....	.....	.....	.....	.....	.....	217,305	279,837,012
1949	.....	.....	.....	.....	.....	.....	.....	.....	140,211	205,074,032
1950	.....	.....	.....	.....	.....	.....	.....	.....	125,987	186,177,925
1951	.....	.....	.....	.....	.....	.....	.....	.....	223,528	347,384,979
1952	.....	.....	.....	.....	.....	.....	.....	.....	141,026	243,976,057
1953	.....	.....	.....	.....	.....	.....	.....	.....	154,459	276,020,378
1954	.....	.....	.....	.....	.....	.....	.....	.....	173,069	300,349,922
1955	.....	.....	.....	.....	.....	.....	.....	.....	211,422	380,370,461
1956	.....	.....	.....	.....	.....	.....	.....	.....	174,679	332,529,020

*Classification combined into one in 1946.

Source: Automotive Div., Business and Defense Services Adm., Dept. of Com., Wash., D. C.

United States Automotive Exports—1956

	Number	Value
Passenger Cars and Chassis (New)	174,679	$ 332,529,020
Passenger Cars and Chassis (Used)	8,169	7,177,200
Motor Trucks and Truck Chassis:		
5,000 lbs., GVW and Under	56,320	77,078,870
5,001 - 10,000 lbs. GVW	40,201	66,546,950
10,001 - 14,000 lbs. GVW	4,072	7,517,923
14,001 - 16,000 lbs. GVW	16,287	31,719,253
16,001 - 19,500 lbs. GVW	45,377	95,008,274
19,501 lbs. GVW and Over	22,844	99,978,443
19,500 lbs. GVW and Under (Diesel)	278	1,344,493
Over 19,500 lbs. GVW (Diesel)	2,948	32,378,992
Commercial Buses (Gasoline)	6,308	17,216,828
Commercial Buses (Diesel)	801	10,597,044
Truck, Buses and Chassis, Used	4,218	7,282,820
Special Purpose Commercial Vehicles	1,561	10,007,058
Used Special Purpose Commercial Vehicles	297	768,521
Commercial Trailers, 5 Tons and Over	1,997	8,893,371
Commercial Trailers, N.E.C.	7,822	11,969,062
Parts for Commercial Trailers, N.E.C.	.....	4,805,900
Diesel Engines for Assembly	255	549,402
Gasoline Engines for Assembly	18,313	5,781,450
Passenger Car Engines for Assembly	18,924	3,144,143
Diesel Engines for Replacement	2,110	5,305,342
Gasoline Engines for Replacement	23,970	5,761,952
BODIES:		
Truck and Bus for Assembly	4,484	3,719,673
Truck and Bus for Replacement	922	909,603
Automobile, for Assembly	378	151,502
Leaf Springs and Spring Leaves, for Replacement	.....	4,136,035
Shock Absorbers and Parts, N.E.C.	.....	3,520,540
Motor Vehicle Instruments and Parts, N.E.C.	.....	1,153,343
Auto Parts and Accessories, for Assembly, N.E.C.	.....	234,752,990
Auto Parts and Accessories, for Replacement, N.E.C.	.....	240,865,145
Auto Heaters, Etc. and Parts, N.E.C.	.....	1,711,122
Auto Accessories and Parts, N.E.C.	.....	6,172,717
Service Appliances and Parts, N.E.C.	.....	14,471,183
Batteries, 6 and 12 Voltage	360,701	5,205,739
Spark Plugs	23,370,659	7,060,950
Starting, Lighting and Ignition Equipment	.....	30,682,332
Gasoline and Oil Pumps	31,967	7,211,447
Lubrication Equipment and Parts	.....	7,258,088
Asbestos Clutch Facing	.....	910,820
Asbestos Brake Lining, Molded	.....	618,925
Asbestos Brake Lining, Woven	.....	312,359
Asbestos Brake Lining Sets	.....	4,449,267
TOTAL VALUE OF EXPORTS LISTED		$1,418,636,091

Source: Bureau of the Census, U. S. Dept. of Commerce.

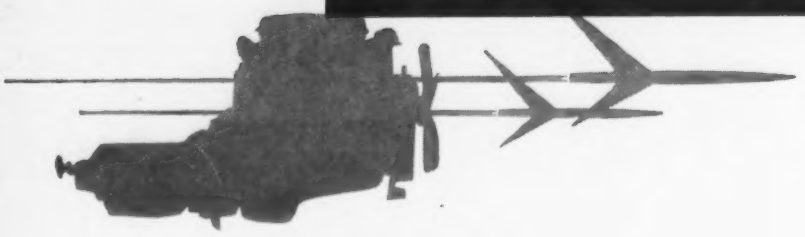
One Out of Every Six Motor Trucks Produced Is Exported

Year	Passenger Cars	Trucks & Buses	Total Vehicles	Year	Passenger Cars	Trucks & Buses	Total Vehicles
1929	9.0%	29.8%	12.5%	1941	2.6%	13.0%	4.5%
1930	7.8	22.7	10.4	1946	6.7	20.1	10.8
1931	5.7	26.8	9.5	1947	7.3	20.5	10.7
1932	5.9	21.7	8.6	1948	6.0	14.9	8.3
1933	5.1	19.6	7.6	1949	3.1	11.8	4.6
1934	8.2	22.4	11.2	1950	2.3	11.6	3.8
1935	6.8	19.0	9.0	1951	4.6	17.5	7.1
1936	5.9	17.8	8.0	1952	3.9	15.7	6.2
1937	7.2	24.0	10.3	1953	3.0	12.9	4.5
1938	9.8	29.4	13.6	1954	3.7	19.5	6.1
1939	6.0	22.2	9.1	1955	3.2	15.8	4.9
1940	2.9	13.4	4.6	1956	3.3	19.2	5.8

Source: Automobile Manufacturers Association.

OLDSMOBILE

FIRST WITH THE FEATURES WITH NEW SALES APPEAL!



"That proves it to me... the J-2 Rocket is like two engines in one!"

GOLDEN ROCKET 88 HOLIDAY COUPÉ

Salesman: "Knew you'd agree once you got behind the wheel. Just about *everyone* who tries the J-2 Rocket* wants it."

Prospect: "Sure has got a powerful kick when you need it . . . but what *really* sold me was that J-2 will be *easier* on gas."

Salesman: "No doubt about it. It's the most terrific engine development since the *first* Rocket Engine."

Prospect: "Must keep you pretty busy demonstrating."

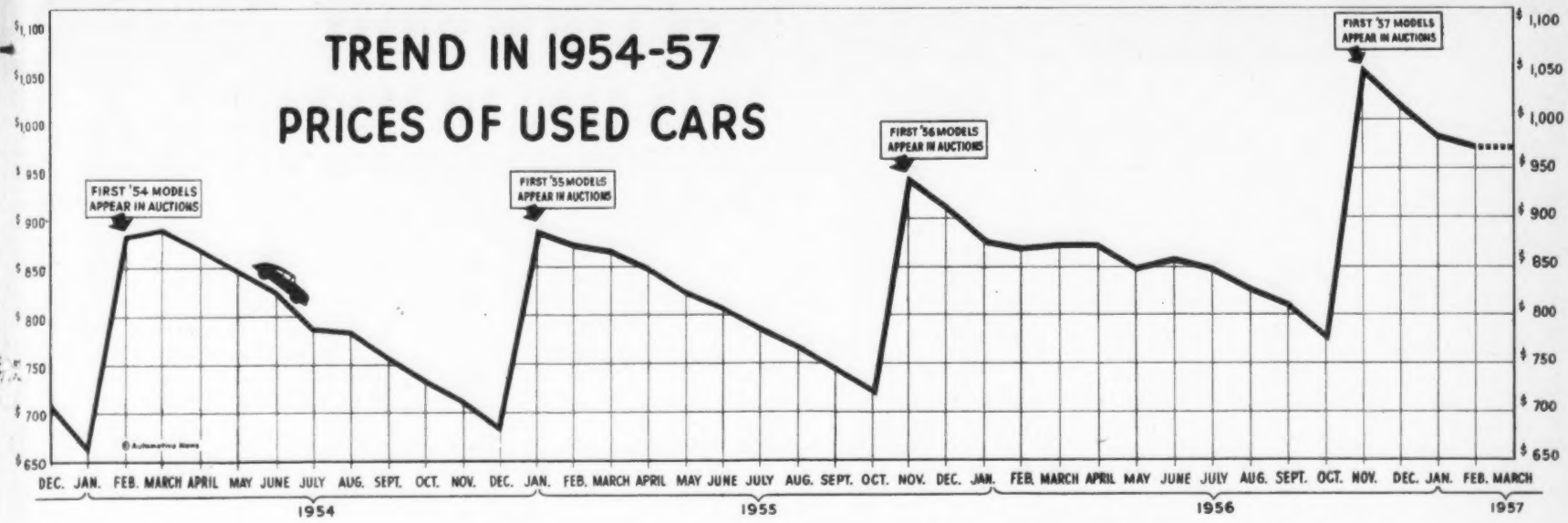
Salesman: "Sure does. And once a fellow tries J-2, I hardly need to say another word."

Prospect: "Not to me anyway. You know, since that first Rocket Engine I've never owned anything but an Olds."

Salesman: "Same with a lot of people. That's what's great about Olds . . . always *first* with the features that folks want *most*."

*277-h.p. Rocket T-400 Engine standard on all models.
J-2 Rocket Engine, with 300 h.p., and special Rocket Engine, with up to 312 h.p., available at extra cost.

OLDSMOBILE DIVISION • GENERAL MOTORS CORPORATION • LANSING, MICH.



Diversion of Highway User Funds by States, 1924-1955

(Thousand Dollars)

State	Sub-total 1924-1942	1943	1944	1945	1946	1947	1948	1949	1950	1951	1952	1953	1954	1955	Total Diversion 1924-1955
Alabama	$ 7,120	$ 920	$ 973	$ 995	$ 1,174	$ 1,343	$ 1,492	$ 1,956	$ 2,258	$ 2,425	$ 2,452	.....	.....	$	$ 23,108
Arizona	668	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	....	668
Arkansas	936	.....	.....	.....	55	45	194	216	494	548	1,385	$ 1,324	$ 1,505	1,471	8,173
California	89,764	16,063	19,211	7,442	9,502	31,618	33,142	38,977	41,488	53,056	58,953	67,746	66,720	76,697	610,379
Colorado	4,331	.....	.....	.....	.....	.....	.....	.....	.....	.....	63	68	68	477	5,007
Connecticut	331	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	367	397	1,095
Delaware	3,492	293	503	240	220	67	1,042	.....	1,549	2,784	3,161	2,657	2,206	1,685	19,899
District of Columbia	8,732	330	337	382	450	466	1,242	1,688	1,397	1,881	2,590	1,473	2,391	6,793	30,152
Florida	112,166	12,077	12,813	14,116	17,998	20,752	23,141	26,205	21,600	23,890	25,324	29,173	29,642	35,015	403,912
Georgia	55,878	6,622	.....	3,310	5,820	13,655	.....	18,030	22,302	6,645	.....	.....	9,150	16,218	157,630
Idaho	29	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	....	29
Illinois	67,975	4,729	2,700	2,117	.....	576	.....	440	2,670	1,173	1,243	1,524	1,425	562	87,134
Indiana	20,885	431	396	451	587	632	705	765	755	809	.....	1,044	563	1,052	29,075
Iowa	1,105	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	....	1,105
Kansas	13	.....	.....	.....	.....	.....	.....	.....	411	171	142	160	188	95	1,180
Kentucky	10,142	747	777	904	.....	.....	.....	.....	.....	.....	.....	.....	.....	....	12,570
Louisiana	53,983	5,086	5,272	.....	7,245	3,189	4,301	.....	.....	.....	.....	.....	.....	....	79,076
Maine	142	.....	.....	.....	.....	12	1	.....	.....	.....	.....	.....	.....	....	155
Maryland	6,995	395	357	395	1,620	.....	.....	.....	.....	.....	.....	.....	.....	....	9,762
Massachusetts	50,421	869	820	364	.....	67	81	.....	.....	.....	.....	983	741	....	54,346
Michigan	2,210	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	....	2,210
Minnesota	1,723	30	277	47	239	328	93	368	147	182	175	160	210	659	4,638
Mississippi	268	.....	.....	.....	.....	23	.....	.....	105	80	.....	.....	.....	....	476
Missouri	538	66	65	19	.....	.....	.....	.....	.....	.....	.....	.....	111	....	799
Montana	913	4	4	6	19	.....	24	13	13	.....	564	.....	171	173	1,904
Nebraska	14,528	2,024	2,037	2,421	3,078	2,244	.....	238	.....	975	.....	77	.....	....	27,622
New Hampshire	471	.....	.....	.....	.....	.....	.....	.....	.....	.....	38	.....	.....	....	.....
New Jersey	108,402	8,766	3,489	18,565	617	609	690	660	30,842	22,740	18,632	26,521	.....	....	509
New Mexico	5,543	537	530	550	739	901	556	859	609	1,187	446	787	32,121	48,345	320,999
New York	604,612	33,241	36,095	.....	.....	36,148	71,444	27,653	28,915	77,509	22,541	89,792	1,041	1,391	15,676
North Carolina	12,974	1,064	948	1,241	1,674	1,863	2,010	2,160	2,232	2,487	2,651	2,829	39,140	....	1,067,270
North Dakota	4,468	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	2,927	3,165	40,225
Ohio	116,463	11,122	4,080	7,593	9,169	7,216	.....	.....	.....	.....	.....	.....	.....	....	4,468
Oklahoma	28,868	7,091	7,552	2,370	.....	6,677	.....	1,311	4,845	11,670	9,067	10,842	.....	....	155,643
Oregon	675	56	.....	.....	.....	274	199	433	547	666	644	722	9,267	17,026	116,586
Pennsylvania	121,816	10,965	10,762	6,343	28	33	19	29	.....	.....	.....	.....	657	724	5,596
Rhode Island	27,084	3,078	2,684	2,321	3,371	4,810	4,023	4,795	5,176	5,907	4,826	4,908	.....	....	149,995
South Carolina	2,938	376	519	562	677	737	822	896	2,849	3,839	1,093	1,136	6,279	4,417	83,679
South Dakota	10,889	46	49	41	61	88	120	52	.....	.....	.....	.....	1,161	1,194	18,799
Tennessee	42,989	7,112	4,988	7,808	6,229	7,318	5,084	.....	10,115	5,991	979	3,562	.....	....	11,346
Texas	142,985	11,187	11,938	13,780	19,442	24,489	28,601	26,265	22,693	24,370	28,867	30,445	11,367	4,815	118,357
Utah	690	462	200	666	637	301	.....	.....	544	.....	.....	.....	30,283	38,448	453,793
Vermont	169	25	24	24	23	29	27	10	8	10	12	16	.....	46	3,547
Virginia	253	83	36	.....	77	73	132	.....	477	292	309	306	.....	18	395
Washington	10,289	203	223	111	.....	.....	6,092	7,864	7,527	10,651	11,681	10,461	309	311	2,658
West Virginia	319	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	14,078	15,260	94,440
Wisconsin	70,917	9,175	7,843	4,650	3,827	3,935	4,097	4,228	4,470	4,833	4,962	5,360	.....	....	319
TOTALS	$1,829,102	$155,455	$138,502	$99,834	$94,578	$170,518	$189,370	$166,111	$217,038	$266,771	$202,800	$294,076	5,364	5,547	139,208
													$269,452	$282,004	$4,375,611

Federal-Aid Highway Funds Authorized for Fiscal Year 1958

STATE	Primary Highway System	Secondary or Feeder Roads	Urban Highways	Interstate System	Total
Alabama	$ 7,999,657	$ 6,231,516	$ 2,800,282	$34,535,199	$51,566,654
Arizona	5,564,327	3,793,041	831,380	19,482,364	29,671,112
Arkansas	6,351,175	5,100,247	1,195,698	24,701,304	37,348,424
California	17,656,495	9,051,859	19,000,084	96,947,850	142,656,288
Colorado	6,962,848	4,650,118	1,776,420	23,236,806	36,626,192
Connecticut	2,511,026	1,275,000	4,139,538	16,369,117	24,294,681
Delaware	1,912,500	1,275,000	438,356	10,625,000	14,250,856
Florida	6,155,888	4,020,693	3,832,693	28,903,333	42,912,607
Georgia	9,339,362	7,160,423	3,115,011	39,616,416	59,231,212
Idaho	4,626,563	3,260,481	411,359	17,208,331	25,506,734
Illinois	14,885,768	8,087,214	14,947,982	80,153,014	118,073,978
Indiana	9,004,034	6,210,115	5,113,538	41,355,363	61,683,050
Iowa	9,126,938	6,696,311	2,537,527	34,724,683	53,085,459
Kansas	9,039,116	6,341,707	2,008,948	30,851,048	48,240,819
Kentucky	7,121,201	5,920,108	2,219,670	31,883,256	47,144,235
Louisiana	6,014,098	4,354,764	3,133,203	28,059,713	41,561,778
Maine	3,168,163	2,271,676	893,309	13,671,647	20,004,795
Maryland	3,493,052	2,137,600	3,627,586	20,389,657	29,647,895
Massachusetts	5,001,079	1,870,588	8,896,443	36,294,838	52,062,948
Michigan	11,961,420	7,288,433	9,948,069	61,118,779	90,316,701
Minnesota	9,791,777	6,923,260	3,480,546	38,301,280	58,496,863
Mississippi	6,731,116	5,644,662	1,183,389	26,959,412	40,518,579
Missouri	10,969,550	7,424,071	5,263,909	46,047,041	69,704,571
Montana	7,690,914	5,293,005	503,309	24,418,868	37,906,096
Nebraska	7,543,121	5,349,865	1,253,609	24,380,498	38,527,093
Nevada	4,804,877	3,211,672	162,785	17,748,097	25,927,431
New Hampshire	1,912,500	1,275,000	632,994	10,625,000	14,445,494
New Jersey	5,076,800	1,719,295	9,356,635	37,235,749	53,388,479
New Mexico	6,063,490	4,170,829	701,472	20,639,872	31,575,663
New York	18,332,194	7,344,788	28,569,598	120,519,432	174,766,012
North Carolina	9,543,932	8,170,860	2,746,606	43,338,366	63,799,764
North Dakota	5,392,131	3,930,549	361,421	18,845,697	28,529,798
Ohio	13,461,694	8,177,775	12,368,905	72,792,020	106,800,394
Oklahoma	8,091,231	5,804,793	2,335,198	30,416,292	46,647,514
Oregon	6,441,151	4,507,969	1,713,893	23,078,783	35,741,796
Pennsylvania	15,556,350	9,271,120	16,181,288	91,134,502	132,143,260
Rhode Island	1,912,500	1,275,000	1,527,972	10,625,000	15,340,472
South Carolina	5,086,564	4,236,227	1,470,316	22,859,030	33,652,137
South Dakota	5,751,580	4,123,547	415,150	19,686,343	29,976,620
Tennessee	8,286,010	6,473,980	3,090,834	36,350,645	54,201,469
Texas	24,595,201	16,467,269	10,239,705	97,702,705	149,004,880
Utah	4,333,223	2,865,592	905,691	16,563,897	24,668,403
Vermont	1,912,500	1,275,000	332,809	10,625,000	14,145,309
Virginia	7,358,278	5,721,652	3,333,081	34,413,985	50,826,996
Washington	6,353,904	4,243,624	3,225,116	27,303,532	41,126,176
West Virginia	4,204,038	3,667,813	1,391,070	20,252,080	29,515,001
Wisconsin	8,968,694	6,263,258	4,185,524	38,719,243	58,136,719
Wyoming	4,798,233	3,252,215	232,404	17,664,913	25,947,765
Hawaii	1,912,500	1,275,000	718,750	.....	3,906,250
District of Columbia	1,912,500	1,275,000	1,846,546	10,625,000	15,659,046
Puerto Rico	2,006,812	2,101,854	1,837,267	.....	5,945,933
Alaska	7,809,925	5,266,562	65,112	.....	13,141,599
TOTAL	382,500,000	255,000,000	212,500,000	1,700,000,000	2,550,000,000

Source: National Highway Users Conference

Franchised New-Car Dealers in the U. S.

By State and Make

(As of March 1, 1957)

STATE	Total All Makes	Buick	Cad.	Chev.	Chrys.	DeSoto	Dodge	Ford	Hudson	K-F	L-M	Nash	Olds.	Pack.	Pont.	Studb.	Willys
Alabama	530	41	22	102	35	24	56	100	10	15	34	10	57	12	59	20	9
Arizona	204	22	11	35	12	10	21	33	3	9	18	7	21	9	18	18	12
Arkansas	512	40	22	91	36	25	56	99	10	6	34	12	51	12	46	33	9
California	2,067	175	96	276	130	135	192	257	66	74	139	75	172	83	164	117	134
Colorado	494	42	27	87	42	23	50	78	20	13	42	23	44	15	44	19	42
Connecticut	547	46	24	73	41	33	43	62	28	23	27	25	38	27	45	33	21
Delaware	92	7	2	16	5	6	8	14	1	7	7	4	8	2	11	3	2
District of Columbia	72	5	1	8	8	4	5	12	5	5	4	3	6	3	5	4	3
Florida	692	52	20	104	39	37	69	105	24	25	43	2	69	36	63	37	42
Georgia	727	65	31	140	50	32	82	130	7	19	37	14	86	21	89	35	11
Idaho	322	29	18	50	21	22	36	47	15	8	23	10	35	15	28	24	27
Illinois	2,366	222	86	421	167	137	187	398	74	115	149	94	206	75	195	115	73
Indiana	1,277	112	39	232	98	80	106	205	42	47	73	40	106	63	105	83	29
Iowa	1,333	125	66	311	96	70	109	276	37	41	107	39	120	43	127	58	28
Kansas	1,005	87	52	200	57	58	99	170	37	21	62	32	101	31	102	42	43
Kentucky	745	74	28	159	49	39	77	129	18	19	42	19	75	20	75	28	33
Louisiana	498	39	4	31	9	10	25	28	11	21	12	10	23	14	20	7	2
Maine	333	26	13	62	22	17	31	62	13	18	23	13	22	12	29	17	15
Maryland	436	30	13	69	37	22	40	66	10	19	29	20	39	21	36	31	10
Massachusetts	1,152	83	34	159	96	72	87	140	58	64	61	62	91	41	110	47	37
Michigan	1,726	158	68	293	115	110	147	283	55	77	116	63	173	68	188	72	74
Minnesota	1,348	126	51	299	102	73	127	268	40	53	91	49	131	40	120	73	26
Mississippi	636	45	28	120	47	37	59	128	11	16	36	6	50	12	60	30	10
Missouri	1,181	96	46	241	80	79	105	208	15	32	76	30	110	19	114	49	33
Montana	432	33	23	92	23	18	48	70	16	16	38	13	39	18	36	24	26
Nebraska	687	46	29	148	55	33	71	145	17	42	56	12	61	15	68	26	31
Nevada	93	8	4	15	5	5	10	17	3	2	6	2	6	3	9	9	2
New Hampshire	262	20	11	49	16	10	22	39	12	13	10	13	16	6	20	10	12
New Jersey	1,107	77	38	140	94	85	92	129	48	40	56	53	84	51	87	68	46
New Mexico	240	25	16	40	19	13	27	37	6	5	14	9	26	13	24	12	10
New York	2,677	187	86	388	189	162	240	373	116	142	163	122	229	128	231	142	117
North Carolina	966	91	48	166	63	53	88	176	19	26	72	25	87	28	105	50	41
North Dakota	498	32	10	125	35	36	45	93	11	25	9	11	44	2	35	28	14
Ohio	2,141	186	79	374	155	159	183	339	67	71	145	72	192	80	200	102	75
Oklahoma	855	83	38	174	45	48	75	160	14	18	56	14	88	24	99	37	20
Oregon	534	45	24	97	25	31	53	82	17	19	52	26	48	16	44	29	35
Pennsylvania	2,640	206	94	404	223	185	243	354	141	163	146	123	234	119	237	122	84
Rhode Island	161	8	4	20	15	9	12	15	11	11	10	12	14	7	13	10	6
South Carolina	443	35	13	88	25	26	40	93	4	11	20	9	20	4	41	17	5
South Dakota	455	36	16	96	29	31	42	98	12	14	30	21	30	17	39	22	22
Tennessee	435	45	21	101	27	23	39	116	17	21	19	13	42	6	40	18	3
Texas	2,658	224	99	464	218	150	269	412	40	46	217	59	219	70	272	120	65
Utah	219	25	15	35	17	18	19	37	10	10	23	7	21	7	27	12	21
Vermont	195	15	9	37	18	10	12	34	5	11	14	12	13	8	17	9	11
Virginia	911	67	34	156	77	59	92	172	28	34	60	39	83	46	83	41	45
Washington	664	45	20	109	45	40	70	102	28	31	27	31	46	21	53	30	37
West Virginia	522	35	19	94	47	30	49	82	21	23	36	21	48	22	52	29	38
Wisconsin	1,475	141	48	321	93	66	135	291	47	62	69	71	133	45	142	65	50
Wyoming	230	24	15	40	17	13	18	31	10	5	25	4	25	11	16	13	20
U. S.	41,785*	3,506	1,622	7,332	2,966	2,478	3,811	6,795	1,330	1,608	2,658	1,456	3,482	1,461	3,843	2,040	1,561

*Note: Under "All Makes," dual franchises are listed as one.

Source: R. L. Polk & Co.

NEW-CAR STOCKS

In Field, In Transit

(Compiled by Automotive News)

Period Ending	Cars In Field Stocks†	Cars In Transit to Dealers	Dealers Total Potential Inventory Stocks
Jan. 1, '50	251,754	188,500	440,254
Apr. 1, '50	276,136	158,000	434,136
June 1, '50	247,680	160,200	407,880
Sept. 1, '50	239,642	160,400	400,042
Jan. 1, '51	305,858	89,900	404,758
Apr. 1, '51	406,541	138,500	545,041
July 1, '51	357,606	90,700	448,306
Sept. 1, '51	283,462	86,800	370,262
Jan. 1, '52	224,968	31,000	255,968
Feb. 1, '52	198,762	69,000	267,762
Mar. 1, '52	182,577	76,000	258,577
Apr. 1, '52	213,391	83,000	296,391
May 1, '52	251,674	88,000	339,674
June 1, '52	232,036	70,000	302,036
July 1, '52	193,462	84,500	277,962
Aug. 1, '52	162,086	12,000	174,086
Sept. 1, '52	149,091	77,000	226,091
Oct. 1, '52	233,556	89,000	322,556
Nov. 1, '52	308,894	90,500	399,394
Dec. 1, '52	287,247	76,000	363,247
Jan. 1, '53	291,671	83,300	374,971
Feb. 1, '53	324,835	86,600	412,035
Mar. 1, '53	389,011	87,200	476,211
Apr. 1, '53	445,882	89,300	535,182
May 1, '53	490,381	97,700	588,081
June 1, '53	463,546	73,500	537,046
July 1, '53	479,696	82,800	562,496
Aug. 1, '53	517,119	82,200	599,319
Sept. 1, '53	514,569	74,500	589,069
Oct. 1, '53	519,037	60,900	579,937
Nov. 1, '53	538,087	68,300	606,387
Dec. 1, '53	430,876	29,000	459,876
Jan. 1, '54	428,125	36,600	464,725
Feb. 1, '54	466,176	60,600	526,776
Mar. 1, '54	511,122	62,000	573,122
Apr. 1, '54	541,911	64,000	605,911
May 1, '54	538,775	68,500	607,275
June 1, '54	503,219	62,500	565,719
July 1, '54	445,665	62,500	508,165
Aug. 1, '54	390,854	57,000	447,854
Sept. 1, '54	355,654	50,400	406,054
Oct. 1, '54	267,469	29,000	296,469
Nov. 1, '54	120,107	37,500	157,607
Dec. 1, '54	203,453	61,700	265,153
Jan. 1, '55	293,881	68,500	362,381
Feb. 1, '55	373,573	89,100	462,673
Mar. 1, '55	467,655	95,000	562,655
Apr. 1, '55	544,038	99,500	643,538
May 1, '55	660,341	102,700	763,041
June 1, '55	755,498	93,000	848,498
July 1, '55	736,591	77,000	813,591
Aug. 1, '55	735,447	71,500	806,947
Sept. 1, '55	675,904	37,300	713,204
Oct. 1, '55	489,475	48,900	538,375
Nov. 1, '55	487,666	87,600	575,266
Dec. 1, '55	645,707	77,400	723,107
Jan. 1, '56	755,177	53,300	808,477
Feb. 1, '56	801,499	68,900	870,399
Mar. 1, '56	840,089	63,700	903,789
Apr. 1, '56	827,977	68,100	896,069
May 1, '56	846,285	56,300	902,585
June 1, '56	746,012	52,890	798,902
July 1, '56	613,451	50,568	679,596
Aug. 1, '56	551,081	53,028	588,172
Sept. 1, '56	456,013	48,382	504,395
Oct. 1, '56	288,103	25,900	314,063
Nov. 1, '56	212,967	65,008	277,975
Dec. 1, '56	318,587	79,656	398,243
Jan. 1, '57	461,830	50,188	512,018
Feb. 1, '57	561,300	68,100	*629,400
Mar. 1, '57	660,640	68,400	729,040

† Field stocks include cars actually at dealerships, those warehoused by dealers and factories, and demonstrators.
* Revised.

Franchised Truck Dealers in the U. S.

By State and Make

(As of March 1, 1957)

State	All Makes	Chevrolet	Dodge	Ford	Studebaker	Exclusive Truck Dealers
Alabama	406	102	56	100	20	128
Arizona	157	34	21	33	18	51
Arkansas	414	91	56	99	33	135
California	1,285	276	192	257	117	443
Colorado	365	88	50	78	19	130
Connecticut	300	73	43	62	33	89
Delaware	58	16	8	14	3	17
District of Columbia	34	8	5	12	4	5
Florida	389	104	69	105	37	74
Georgia	518	140	82	130	35	131
Idaho	243	50	36	47	24	86
Illinois	1,603	421	187	398	115	482
Indiana	889	232	106	205	83	263
Iowa	1,110	311	109	276	58	356
Kansas	786	200	99	170	42	275
Kentucky	522	139	77	129	28	149
Louisiana	111	31	25	28	7	20
Maine	223	62	31	62	17	51
Maryland	280	69	40	66	31	74
Massachusetts	492	159	87	140	47	59
Michigan	1,126	293	147	283	72	331
Minnesota	1,129	299	127	268	73	362
Mississippi	436	120	59	128	30	99
Missouri	856	241	105	208	49	253
Montana	385	92	48	70	24	151
Nebraska	623	148	71	145	26	233
Nevada	63	15	10	17	9	12
New Hampshire	164	49	22	39	10	44
New Jersey	559	140	92	129	68	130
New Mexico	175	40	27	37	12	59
New York	1,517	388	240	373	142	374
North Carolina	654	166	88	175	50	175
North Dakota	482	125	45	94	28	190
Ohio	1,330	374	183	339	102	332
Oklahoma	668	174	75	160	37	222
Oregon	375	97	53	82	29	114
Pennsylvania	1,548	404	243	354	122	425
Rhode Island	76	20	12	15	10	19
South Carolina	289	88	40	93	17	51
South Dakota	425	96	42	98	22	167
Tennessee	311	101	39	106	18	47
Texas	1,768	464	269	422	120	493
Utah	164	35	19	37	12	61
Vermont	137	37	12	34	9	45
Virginia	639	156	92	172	41	178
Washington	457	109	70	102	30	146
West Virginia	358	94	49	82	29	104
Wisconsin	1,143	321	135	291	65	331
Wyoming	165	40	18	31	13	63
U. S. TOTALS	28,207	7,332	3,811	6,795	2,040	8,229

Source: R. L. Polk & Co.

Items Per Repair Order . . .

Auto Dealer Service Volume, 1943-'56

	'43	'44	'45	'46	'47	'48	'49	'50	'51	'52	'53	'54	'55	'56
Lubrications	23.8	21.4	19.5	18.	23.	27.6	30.5	32.5	27.7	25.7	27.0	32.6	31.91	30.48
Oil Changes	15.3	15.	14.5	13.5	17.2	20.5	22.3	23.4	20.7	19.4	20.7	25.2	24.95	23.18
Wash-Polish	6.4	5.4	6.3	5.4	9.5	10.4	10.	9.8	7.6	6.5	6.6	7.9	7.66	7.24
Minor Motor	50.	51.5	47.	47.5	47.4	47.9	47.3	45.2	39.5	38.9	39.6	46.3	44.51	43.85
Major Motor	11.6	14.8	18.9	16.6	15.5	14.1	9.	7.2	6.5	7.0	7.6	9.1	8.36	9.16
Brake Work	12.3	13.7	15.9	14.	13.2	13.6	12.4	12.2	11.1	10.9	11.4	13.4	13.40	14.53
Chassis	19.2	18.4	19.	18.4	17.3	17.9	17.5	17.4	16.5	16.8	17.7	20.4	21.28	23.43
Body & Paint	11.9	11.5	12.7	12.2	12.5	13.2	12.8	12.3	10.5	9.7	10.7	12.2	12.60	13.01
Per Repair Order	1.50	1.51	1.53	1.45	1.55	1.65	1.61	1.60	1.40	1.35	1.50	1.67	1.73	1.70

A breakdown by departments of franchised car and truck dealer service from an analysis of over a million and one-half repair orders monthly.

(Courtesy John E. Wolf Co.)

Monthly Dealer Service Departmental Averages

Kind of service bought, percentagewise, to total repair orders written for 1956.

	JAN.	FEB.	MARCH	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Year Av.
Lubrications	28.44	28.61	30.22	30.94	31.88	32.38	31.66	30.94	31.77	31.50	29.61	27.77	30.48
Oil Changes	21.72	22.28	23.33	24.11	24.77	25.61	23.22	24.22	25.33	18.00	23.33	22.27	23.18
Wash-Polish	9.00	7.83	8.88	8.33	7.05	7.33	6.61	6.22	6.50	6.66	6.38	6.05	7.24
Minor Motor Work	47.83	47.16	44.22	42.22	41.61	41.66	38.22	43.00	42.61	44.22	47.00	46.50	43.85
Major Motor Work	9.22	9.00	8.22	8.77	9.05	9.38	9.05	9.05	8.83	9.94	9.72	9.66	9.16
Brakes	11.88	12.55	13.38	14.16	24.38	15.83	14.83	14.50	13.77	13.83	13.11	12.16	14.53
Chassis	19.05	19.61	20.77	23.05	24.77	25.22	29.16	25.05	24.33	24.44	23.66	22.05	23.43
Body	12.11	12.94	13.00	13.33	12.83	14.11	13.38	13.27	12.94	13.33	12.61	12.27	13.01
Miscellaneous	11.05	10.22	11.44	12.44	12.44	12.05	10.59	12.00	9.11	11.55	11.22	11.05	11.26
Avg. Operation Per Repair Order	1.59	1.66	1.69	1.70	1.75	1.76	1.75	1.72	1.72	1.73	1.74	1.66	1.70

Compiled by—The John E. Wolf Company

Automobile Ownership and Purchases Within Income Groups

(Percentage distribution within spending units)

GROUP CHARACTERISTIC (1953 money income before taxes)	OWNS (early 1954) 1 Car	2 or More	None	BOUGHT NEW CAR 1953	1952	1951	BOUGHT USED CAR 1953	1952	1951
All groups	58%	8%	34%	9%	7%	8%	15%	15%	14%
Under $1,000	23	3	74	*	*	1	7	4	6
$1,000 - $1,999	36	1	63	*	2	3	12	10	10
$2,000 - $2,999	51	6	43	6	2	4	17	16	14
$3,000 - $3,999	60	4	36	7	5	7	16	23	20
$4,000 - $4,999	70	8	22	6	6	10	20	21	17
$5,000 - $7,499	77	9	14	14	13	15	15	14	16
$7,500 and over	68	26	6	29	25	30	10	8	8

* No cases reported or less than ½ percent.

How Dealers Voted on Restoring Territorial Security

State	Total	Yes	No	No Answer
Alabama	254	144	78	24
Arizona	113	52	39	20
Arkansas	222	115	82	22
California	1,034	488	406	107
Colorado	283	139	107	28
Connecticut	222	126	73	17
Delaware	30	13	11	4
District of Columbia	38	14	20	3
Florida	296	163	94	30
Georgia	335	171	126	29
Idaho	145	68	53	19
Illinois	896	418	356	102
Indiana	620	275	267	64
Iowa	561	303	179	67
Kansas	527	248	195	72
Kentucky	300	141	132	24
Louisiana	214	105	83	18
Maine	158	72	67	15
Maryland	203	90	80	30
Massachusetts	472	224	198	39
Michigan	750	303	355	77
Minnesota	546	232	236	65
Mississippi	263	114	111	29
Missouri	406	195	142	54
Montana	164	70	59	34
Nebraska	333	145	136	42
Nevada	37	17	16	3
New Hampshire	83	43	31	9
New Jersey	546	265	210	55
New Mexico	109	62	29	17
New York	1,313	560	578	146
North Carolina	470	260	160	38
North Dakota	187	81	66	35
Ohio	962	403	443	86
Oklahoma	348	195	119	25
Oregon	233	107	96	24
Pennsylvania	1,282	568	552	112
Rhode Island	98	41	44	13
South Carolina	246	136	86	16
South Dakota	190	85	69	30
Tennessee	290	137	122	27
Texas	906	252	459	184
Utah	125	68	43	10
Vermont	88	42	37	6
Virginia	383	154	184	35
Washington	379	154	157	50
West Virginia	228	113	88	22
Wisconsin	640	259	294	71
Wyoming	80	43	24	10
Hawaii	6	4	1	1
Alaska	5	3	2	.....
Canada	3	2	.....	1
No State Indicated	490	210	171	104
Totals	19,113	8,693	7,766	2,165

—From Senate subcommittee report, 1956.

NEW-MODEL Announcements

Model Year

	1951	1952	1953	1954	1955	1956	1957
Buick	Jan. 22 1951	Jan. 21 1952	Jan. 20 1953	Jan. 8 1954	Nov. 19 1954	Nov. 4 1955	Nov. 9 1956
Cadillac	Dec. 18 1950	Jan. 21 1952	Jan. 12 1953	Jan. 20 1954	Nov. 18 1954	Oct. 24 1955	Nov. 12 1956
Chevrolet	Dec. 11 1950	Jan. 21 1952	Jan. 12 1953	Dec. 18 1953	Oct. 28 1954	Nov. 4 1955	Oct. 18 1956
Chrysler	Feb. 12 1951	Dec. 17 1951	Nov. 3 1952	Oct. 29 1953	Nov. 17 1954	Oct. 20 1955	Oct. 30 1956
Continental	*	*	*	*	*	Oct. 21 1955	Sept. 21 1956
DeSoto	Jan. 29 1951	Nov. 12 1951	Nov. 10 1952	Nov. 5 1953	Nov. 17 1954	Oct. 19 1955	Oct. 30 1956
Dodge	Jan. 22 1951	Nov. 10 1951	Oct. 23 1952	Oct. 7 1953	Nov. 17 1954	Oct. 7 1955	Oct. 30 1956
Ford	Nov. 27 1950	Feb. 4 1952	Dec. 15 1952	Jan. 6 1954	Nov. 12 1954	Sept. 23 1955	Oct. 3 1956
Hudson	Oct. 16 1950	Jan. 21 1952	Dec. 8 1952	Sept. 25 1953	Nov. 28 1954	Nov. 30 1955	Oct. 25 1956
Imperial	*	*	*	*	*	Oct. 20 1955	Oct. 30 1956
Lincoln	Nov. 20 1950	Feb. 4 1952	Dec. 1 1952	Dec. 3 1953	Nov. 23 1954	Sept. 8 1955	Oct. 16 1956
Mercury	Oct. 23 1950	Jan. 28 1952	Dec. 8 1952	Dec. 10 1953	Dec. 2 1954	Sept. 29 1955	Nov. 12 1956
Nash	Sept. 25 1950	Mar. 17 1952	Jan. 19 1953	Nov. 19 1953	Nov. 26 1954	Nov. 17 1955	Oct. 25 1956
Oldsmobile	Mar. 26 1951	Jan. 28 1952	Jan. 9 1953	Jan. 20 1954	Nov. 19 1954	Nov. 3 1955	Nov. 6 1956
Packard	Feb. 19 1951	Nov. 14 1951	Nov. 21 1952	Jan. 15 1954	Jan. 17 1955	Nov. 3 1955	Jan. 24 1957
Plymouth	Jan. 15 1951	Jan. 7 1952	Nov. 24 1952	Oct. 15 1953	Nov. 17 1954	Oct. 21 1955	Oct. 30 1956
Pontiac	Dec. 11 1950	Dec. 3 1951	Dec. 6 1952	Dec. 18 1953	Oct. 29 1954	Oct. 21 1955	Nov. 9 1956
Rambler	*	*	*	*	*	Dec. 15 1955	Oct. 25 1956
Studebaker	Oct. 23 1950	Dec. 31 1951	Jan. 26 1953	Nov. 23 1953	Oct. 6 1954	Nov. 22 1955	Nov. 8 1956

* No new models announced in these years.

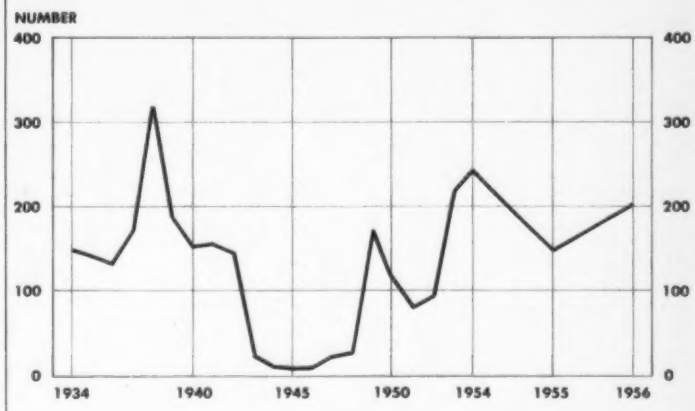
Auto Dealer Failures

(1934-1956)

Year	Number	Liabilities
1934	146	$ 6,361,000
1935	141	3,299,000
1936	132	2,651,000
1937	171	3,642,000
1938	323	7,609,000
1939	185	3,205,000
1940	146	2,258,000
1941	151	2,060,000
1942	144	2,293,000
1943	23	348,000
1944	11	164,000
1945	8	402,000
1946	9	502,000
1947	23	1,071,000
1948	27	3,746,000
1949	174	5,596,000
1950	110	3,417,000
1951	80	2,881,000
1952	88	3,577,000
1953	219	13,118,000
1954	246	15,246,000
1955	151	7,343,000
1956	211	14,788,000

Source: Dun & Bradstreet, Inc. This record includes those businesses that ceased operations following assignment or bankruptcy; ceased with loss to creditors after such actions as execution, foreclosure, or attachment; voluntarily withdrew leaving unpaid obligations; were involved in court actions such as receivership, reorganization, or arrangement; or voluntarily compromised with creditors.

23-Year Trend in Failures of Automobile Dealerships



Foreign-Car Sales, 1956-1955

1956-1955

1956 Pos.		1955 Pos.
1—50,011	Volkswagen	28,907—1
2— 6,044	MG	3,001—3
3— 4,230	English Ford	*
*	Jaguar	3,573—2
30,757	All Others	16,177
	Total All Foreign Makes	
91,042		51,658

* Breakdown not available.

Breakdown of Dealer Expense, '56-'55

(PERCENTAGE OF TOTAL SALES)

	Group I 1956	Group I 1955	Group II 1956	Group II 1955	Group III 1956	Group III 1955	Group IV 1956	Group IV 1955	Ind. Average 1956	Ind. Average 1955
Warranty, policy, delivery	.85	.96	1.00	1.12	1.00	1.03	.96	1.08	.93	1.02
Salaries, commissions, other compensation to salesmen	1.76	1.60	2.13	2.05	2.20	2.21	2.16	2.20	1.97	1.87
All other salaries, wages (except mechanics)	5.07	4.58	4.86	3.96	4.44	3.60	4.32	3.51	4.84	4.16
Shop tools and supplies	.42	.42	.39	.38	.30	.30	.29	.26	.38	.38
Rent and expense in lieu of rent	1.12	.94	1.04	.82	.94	.78	.85	.75	1.04	.87
*Advertising, other than factory cooperative	.70	.66	.91	.72	.98	.83	.97	.96	.83	.73
Insurance, other than building	.39	.36	.31	.30	.26	.24	.22	.17	.33	.30
All other expense	3.57	2.86	3.43	2.72	2.93	2.47	2.81	2.35	3.35	2.71
†TOTAL EXPENSE	13.88	12.38	14.07	12.07	13.05	11.46	12.58	11.28	13.67	12.04

*Includes travel, promotion and service training for Ford and Lincoln-Mercury dealers.
†Includes all owners' salaries and employes' bonuses.

—From NADA Survey.

How Dealer Profit Picture Changed in 1956

	At End of 3 Months: Pct. Gross Profit	At End of 3 Months: Pct. Operating Profit	At End of 6 Months: Pct. Gross Profit	At End of 6 Months: Pct. Operating Profit	At End of 9 Months: Pct. Gross Profit	At End of 9 Months: Pct. Operating Profit	At End of 12 Months, 1956: Pct. Gross Profit	At End of 12 Months, 1956: Pct. Operating Profit	At End of 12 Months, 1955: Pct. Gross Profit	At End of 12 Months, 1955: Pct. Operating Profit
Volume Group I	14.6	.5	14.1	.7	14.5	1.2	14.7	.8	13.9	1.5
Volume Group II	14.5	1.2	14.0	1.3	14.4	1.1	14.8	.7	13.9	1.8
Volume Group III	13.6	1.2	13.8	1.4	14.0	1.2	13.9	.9	13.6	2.1
Volume Group IV	13.1	1.0	13.5	1.4	13.5	1.2	13.5	.9	13.4	2.1
Industry Average	14.3	.8	14.0	1.0	14.3	1.1	14.5	.8	13.8	1.7

Volume groups are based on 1956 retail deliveries of new cars and trucks as follows: Group I, 1 to 149 units; Group II, 150 to 399 units; Group III, 400 to 749 units; Group IV, 750 units and more. The figures are not for the individual quarters, but are cumulative through the end of each period.

Automotive Highlights

1900	The old time mixing valve was replaced by carburetor.
1902	First spark batteries used for ignition system.
1903	Radiators of copper tubing with cooling fins were introduced.
1906	One-piece rubber containers developed for batteries.
1908	Electric lights for automobiles.
1912	First automatic electric starter.
1913	Single plate clutch developed and silent timing chain introduced.
1916	Universal joints were developed.
1917	Thread rubber insulators were introduced.
1921	First standard type transmissions were introduced.
1922	Double plate clutches were introduced.
1923	Multiple spring clutches were developed.
1923	Four-wheel brakes introduced.
1924	Vibration dampening flexible center clutches introduced.
1930	Transmission synchronized units were introduced.
1931	Free wheeling came into being.
1934	Automatic overdrive for transmissions were used.
1939	First automatic type transmissions introduced.
1939-40	Sealed beam headlamps introduced.
1949	Simple, finer, more efficient automatic transmissions introduced.
1951	Power steering introduced.
1953	Passenger car power brakes developed.
1953	12-Volt ignition system introduced.
1955	V-8 engines available in all low priced cars.
1956	Cars have seen the introduction of the safety-lock door latch.
1957	Fuel injection introduced on production models.

Passenger-Car Dealers in U. S.

1957 vs. 1956 and 1941

(Estimated by Automotive News)

	1957	*1956	1941
AMERICAN MOTORS	4,042	5,786	.....
Hudson	797	1,309	2,700
Nash	1,224	1,584	1,723
Rambler	2,021	2,893	.....
CHRYSLER CORP.	19,386	21,307	20,773
Chrysler	2,856	2,986	3,404
DeSoto	2,454	2,610	2,880
Dodge	3,616	3,768	4,117
Imperial	1,834	2,986	.....
Plymouth	8,626	8,957	10,372
FORD MOTOR CO.	12,061	12,157	10,888
Continental	462	653	.....
Ford	7,040	7,009	7,760
Lincoln	1,411	1,449	1,019
Mercury	3,148	3,046	2,109
GENERAL MOTORS	20,745	20,775	18,703
Buick	3,576	3,582	2,850
Cadillac	1,753	1,758	1,070
Chevrolet	7,587	7,596	8,000
Oldsmobile	3,857	3,861	3,204
Pontiac	3,972	3,978	3,579
STUDEBAKER-PACKARD	4,292	3,391	.....
Packard	2,190	1,267	1,724
Studebaker	2,102	2,124	3,100
Total U. S. Franchises	60,526	63,416	†61,746
Minus Dual Franchises	20,883	22,398	16,447
Total U. S. Dealerships	39,643	41,018	45,299

* Revised.
† Includes 1,585 Willys-Overland and 550 Crosley franchises.

Report from M. C. (Matt) Patterson, President, Dodge Division, Chrysler Corporation:

"We are not in business to stand still!"

"1957 will go down as an important year—for Dodge and for Dodge dealers. For the second time in two years we introduced a completely new car, completely restyled and re-engineered from road to roof. We brought it out at a cost of many millions of dollars.

"Now perhaps this tremendous investment wasn't necessary right at this time. Perhaps we could have stood pat for another year—held off with just a 'facelift.'

"But we are not in business to stand still. And neither are Dodge dealers. We were out to give them a car that would be the last word in styling, performance and advanced engineering features. We went ahead confident this investment would pay off.

"The record shows that it certainly has. We have increased our sales and strengthened our market penetration all over the country. Orders for our '57 Dodge, for example, are double what they were last year. We will sell every car we can produce.

"I realize that none of this was accomplished without a lot of hard work by a great many people—our factory personnel, our suppliers, and particularly our Dodge dealers. To them goes a large measure of credit for our success this year.

"We do not intend to slacken the pace. On the contrary, we intend to keep moving ahead in both sales and share of market. This year. Next year. And the year after next."

Estimated Consumption of Fuel and Oil on Farms By Automobiles, Trucks and Tractors in '55

	GALLONS OF MOTOR FUEL				GALLONS OF MOTOR OIL			
	Automobiles	Trucks	Tractors	TOTAL	Automobiles	Trucks	Tractors	TOTAL
Alabama	40,460,000	32,368,000	43,338,300	116,166,300	809,200	647,400	866,800	2,323,400
Arizona	8,432,000	8,917,500	15,250,300	32,599,800	168,600	178,400	305,000	652,000
Arkansas	31,255,000	36,240,000	61,739,700	129,234,700	625,100	724,800	1,234,800	2,584,700
California	98,956,000	60,116,000	135,885,600	294,957,600	1,979,100	1,202,300	2,717,700	5,899,100
Colorado	25,850,000	21,300,000	59,990,200	107,140,200	517,000	426,000	1,199,800	2,142,800
Delaware	3,003,300	2,120,000	5,295,800	10,419,100	60,100	42,400	105,900	208,400
Florida	24,528,000	17,316,000	25,361,300	67,205,300	490,600	346,300	507,200	1,344,100
Georgia	53,424,000	36,240,000	68,189,500	157,853,500	1,068,500	724,800	1,363,800	3,157,100
Idaho	21,489,000	14,391,000	39,412,800	75,292,800	429,800	287,800	788,300	1,505,900
Illinois	95,570,000	35,741,000	218,204,400	349,515,400	1,911,400	714,800	4,364,100	6,990,300
Indiana	78,403,000	29,520,000	131,854,100	239,777,100	1,568,100	590,400	2,637,100	4,795,600
Iowa	112,500,000	31,862,000	244,803,500	389,165,500	2,250,000	637,200	4,896,100	7,783,300
Kansas	67,205,500	44,460,000	171,997,800	283,663,300	1,344,100	889,200	3,440,000	5,673,300
Kentucky	54,267,500	30,104,000	46,202,300	130,573,800	1,085,400	602,100	924,000	2,611,500
Louisiana	34,798,000	27,693,000	42,357,300	104,848,300	696,000	553,900	847,100	2,097,000
Maryland	17,280,000	8,190,000	25,284,000	50,754,000	345,600	163,800	505,700	1,015,100
Michigan	65,720,000	26,122,000	101,665,300	193,507,300	1,314,400	522,400	2,033,300	3,870,100
Minnesota	87,478,000	31,302,000	198,979,900	317,759,900	1,749,600	626,000	3,979,600	6,355,200
Mississippi	47,400,000	45,428,000	58,922,800	151,750,800	948,000	908,600	1,178,500	3,035,100
Missouri	71,967,000	35,900,000	132,880,500	240,747,500	1,439,300	718,000	2,657,600	4,814,900
Montana	19,519,500	17,170,000	52,369,100	89,058,600	390,400	343,400	1,047,400	1,781,200
Nebraska	64,009,000	26,100,000	130,008,000	220,117,000	1,280,200	522,000	2,600,200	4,402,400
Nevada	2,058,000	2,104,000	3,195,200	7,357,200	41,200	42,100	63,900	147,200
New England	40,075,000	26,532,000	33,108,700	99,715,700	801,500	530,600	662,200	1,994,300
New Jersey	14,210,000	9,040,500	16,447,500	39,698,000	284,200	180,800	329,000	794,000
New Mexico	9,056,000	11,046,000	12,391,700	32,493,700	181,100	220,900	247,800	649,800
New York	56,120,000	26,724,600	79,415,100	162,259,700	1,122,400	534,500	1,588,300	3,245,200
North Carolina	88,320,000	40,222,000	66,766,000	195,308,000	1,766,400	804,400	1,335,300	3,906,100
North Dakota	33,984,000	22,304,000	129,423,600	185,711,600	679,700	446,100	2,588,500	3,714,300
Ohio	93,015,000	27,760,000	131,682,900	252,457,900	1,860,300	555,200	2,633,700	5,049,200
Oklahoma	48,861,000	40,762,000	95,919,300	185,542,300	977,200	815,200	1,918,400	3,710,800
Oregon	30,988,000	19,550,000	37,363,200	87,901,200	619,800	391,000	747,300	1,758,100
Pennsylvania	65,637,000	28,762,000	85,265,100	179,664,100	1,312,700	575,200	1,705,300	3,593,200
South Carolina	42,930,000	17,682,000	37,099,700	97,711,700	858,600	353,600	742,000	1,954,200
South Dakota	36,235,500	16,300,000	101,724,500	154,260,000	724,700	326,000	2,034,500	3,085,200
Tennessee	51,840,000	32,993,500	48,313,800	133,147,300	1,036,800	659,900	966,300	2,663,000
Texas	143,500,000	98,000,000	275,224,500	516,724,500	2,870,000	1,960,000	5,504,500	10,334,500
Utah	11,376,000	9,453,500	13,941,700	34,771,200	227,500	189,100	278,800	695,400
Virginia	47,197,500	25,681,000	41,056,500	113,935,000	944,000	513,600	821,100	2,278,700
Washington	38,550,000	23,200,000	38,229,800	99,979,800	771,000	464,000	764,600	1,999,600
West Virginia	14,580,000	11,412,500	7,392,400	33,384,900	291,600	228,300	147,800	667,700
Wisconsin	78,581,000	29,939,000	141,644,500	250,164,500	1,571,600	598,800	2,832,900	5,003,300
Wyoming	7,250,100	7,424,500	15,841,400	30,516,000	145,000	148,500	316,800	610,300
TOTAL	2,077,878,900	1,145,493,600	3,421,439,600	6,644,812,100	41,557,800	22,909,800	68,429,000	132,896,600

Source: Estimates prepared by Research Dept., Farm Journal, Inc., from data released by U. S. Dept. of Agriculture, February, 1956, and Farm Implement News—September 10, 1956.

Farm Facts

STATE	Number of Farms 1954	Income Per Farm 1955	Number of Farms Electrified Jan. 1, 1957	Value of Farms (Land & Buildings) 1954
Alabama	176,956	$ 2,641	162,800	$ 1,206,218,000
Arizona	9,321	37,083	8,200	1,074,994,000
Arkansas	145,076	3,807	137,820	1,377,648,000
California	123,075	21,488	119,050	8,568,512,000
Colorado	40,749	10,269	36,260	1,528,617,000
Connecticut	12,753	13,473	12,600	331,211,000
Delaware	6,297	16,097	6,050	127,746,000
District of Columbia	*	*	**	*
Florida	57,543	10,937	52,200	1,935,002,000
Georgia	165,523	4,014	157,250	1,441,753,000
Idaho	38,740	8,741	37,570	1,296,470,000
Illinois	175,543	9,744	170,280	7,036,269,000
Indiana	153,593	6,478	151,100	3,732,730,000
Iowa	192,933	11,118	189,300	6,769,927,000
Kansas	120,167	7,085	109,350	3,979,561,000
Kentucky	193,487	2,727	179,940	1,722,034,000
Louisiana	111,127	3,328	106,750	1,277,665,000
Maine	23,368	7,736	21,950	219,464,000
Maryland	32,500	7,147	30,650	690,876,000
Massachusetts	17,361	9,901	17,100	322,077,000
Michigan	138,922	4,648	136,100	2,194,903,000
Minnesota	165,225	7,593	157,300	3,478,232,000
Mississippi	215,915	2,596	188,250	1,522,932,000
Missouri	201,614	4,670	191,530	2,785,371,000
Montana	33,061	11,482	28,450	1,476,275,000
Nebraska	100,846	10,206	94,850	3,399,827,000
Nevada	2,857	13,746	2,100	223,308,000
New Hampshire	10,411	6,426	10,200	124,820,000
New Jersey	22,686	13,649	22,500	672,307,000
New Mexico	21,070	7,950	17,700	1,055,141,000
New York	105,714	7,610	103,500	1,674,909,000
North Carolina	267,906	3,519	257,500	2,346,338,000
North Dakota	61,943	8,378	52,640	1,493,427,000
Ohio	177,074	5,599	172,500	3,707,415,000
Oklahoma	118,979	4,065	108,270	2,256,352,000
Oregon	54,441	7,393	52,950	1,642,910,000
Pennsylvania	128,876	5,731	124,400	1,809,254,000
Rhode Island	2,004	10,871	1,950	53,056,000
South Carolina	124,203	2,822	113,100	964,994,000
South Dakota	62,520	8,552	54,390	1,766,980,000
Tennessee	203,149	2,150	191,990	1,635,096,000
Texas	292,947	6,541	272,650	8,996,683,000
Utah	22,826	6,531	22,150	585,533,000
Vermont	15,981	6,939	15,700	202,356,000
Virginia	136,416	3,191	126,850	1,550,959,000
Washington	65,175	8,201	64,150	2,021,583,000
West Virginia	68,583	1,637	63,750	497,066,000
Wisconsin	153,558	6,368	148,550	2,270,960,000
Wyoming	11,402	10,338	9,650	535,157,000
TOTAL	4,782,416	$ 6,167	4,511,840	$97,582,918,000

*Not available.
**Included in Maryland.
Sources: 1954 Census of Agriculture (Final Figures)
Electrical Merchandising—January, 1957
The Farm Income Situation—September 17, 1956
Compiled by Research Department—Farm Journal, Inc.

NADA Presidents—1917 to 1957

1957—Frederick M. Sutter, Dodge-Plymouth, Columbus, Ind.
1956—Carl E. Fribley, Pontiac-Cadillac-GMC, Norwich, N. Y.
1955—Frank H. Yarnall, Chevrolet, Chicago
1954—Charles C. Freed, DeSoto-Plymouth, Salt Lake City
1953—Robert S. Armacost, Studebaker, Kansas City
1952—J. Saxton Lloyd, Buick-Cadillac, Daytona Beach, Fla.
1951—R. D. McKay, Chrysler-Plymouth, Wichita
1950—Fred L. Haller, Hudson, Washington
1949—George F. Ziesmer, Ford, Mankato, Minn.
1948—Ben T. Wright, Lincoln-Mercury, Evanston, Ill.
1947—M. O. Anderson, Buick, Seattle
1945-46—W. L. Mellon, Pontiac, Newark, N. J.
1944—D. G. Kelly, Dodge-Plymouth, Grand Forks, N. D.
1942-43—D. E. Castles, Buick, St. Louis
1942—Harry Sommers, Chrysler-Plymouth, Atlanta
1941—L. Clare Cargile, Chevrolet, Texarkana, Ark.
1939-40—Stanley H. Horner, Buick, Washington
1938—J. W. Roby, DeSoto-Reo, Shreveport, La.
1936-37—E. M. Lied, Cadillac-Buick, Omaha
1933-35—F. W. A. Vesper, St. Louis
1932—Floris Nagelvoort, Seattle
1931—F. J. Edwards, Milwaukee
1930—J. R. Histed, Beverly Hills, Calif.
1929—W. E. Griffith, San Francisco
1928—C. C. Coddington, Charlotte, N. C.
1927—W. L. Hughson, Ford, San Francisco
1926—C. B. Warren, New York
1925—Charles E. Gambill, San Marino, Calif.
1924—John L. Butler, Los Angeles
1923—G. G. G. Peckham, Cleveland
1922—Thomas J. Hay, Chicago
1922—W. J. Bruce, Kansas City
1921—Jesse A. Smith, Milwaukee
1920—H. B. Harper, Rosemont, Pa.
1918-19—F. W. A. Vesper, St. Louis
1917—George W. Browne, Milwaukee

Equipment on Farms

(UNITED STATES TOTALS, 1910-1954*)

Year	Tractors, Exclusive of Steam and Garden	Motor Trucks	Automobiles	Grain Combines (Thousands)	Corn-Pickers	Farms with Milking Machines
1910	1	0	50	1		12
1911	4	2	100			
1912	8	5	175			
1913	14	10	258			
1914	17	15	343			
1915	25	25	472			
1916	37	40	687			
1917	51	60	966			
1918	85	89	1,502			
1919	158	111	1,760			
1920	†246	†139	†2,146	4	10	55
1921	343	207	2,382			
1922	372	263	2,425			
1923	428	316	2,618			
1924	496	363	3,004			
1925	549	459	3,283			
1926	621	559	3,605			
1927	693	662	3,820			
1928	782	753	3,820			
1929	827	840	3,970			
1930	†920	†900	†4,135	61	50	100
1931	997	920	4,077			
1932	1,022	910	3,798			
1933	1,019	865	3,399			
1934	1,010	875	3,399			
1935	1,048	890	3,642			
1936	1,125	923	3,735			
1937	1,230	990	3,962			
1938	1,370	1,042	4,109			
1939	1,445	1,020	4,030			
1940	1,545	†1,047	†4,144	190	110	175
1941	1,665	1,095	4,330	225	120	210
1942	1,860	1,160	4,670	275	130	255
1943	2,055	1,280	4,350	320	138	275
1944	2,160	1,385	4,185	345	146	300
1945	†2,354	†1,490	†4,148	†375	168	†365
1946	2,480	1,550	4,260	420	203	440
1947	2,613	1,700	4,350	465	236	525
1948	2,821	1,900	4,225	535	299	575
1949	3,123	2,065	4,290	620	372	610
1950	†3,399	†2,209	†4,207	†714	†456	†636
1951	3,678	2,310	4,220	810	522	655
1952	3,907	2,410	4,230	887	588	675
1953	4,100	2,520	4,240	930	630	690
1954	4,243	2,610	4,250	965	660	705
1955	†4,345	†2,701	†4,258	†980	†688	†712
1956	‡4,450	‡2,800	‡4,260	‡1,000	‡700	‡715

*Source: Brodell, A. P. and Cooper, M. R., "Power and Machinery on Farms," Production Economics Research Branch, Agricultural Research Service, USDA. "Facts for Industry" reports of the Bureau of the Census, annual registrations of motor vehicles, and results of enumerative surveys and reports from crop correspondents were used in developing estimates for years and machines not covered by census reports.
†Census of Agriculture. Census dates, January 1, 1920 and 1945; April 1, 1930, 1940 and 1950. The 1956 census date was about November 1, 1954. Farmers normally buy few machines in November and December. Thus the November, 1954, census data are believed to approximate the January 1, 1955, data.
‡Preliminary.

Source: Implement & Tractor.

Motor Truck Factory Sales by G.V.W., 1946-1956

YEAR	5,000 lb. & Less Units	% of Total	5,001-10,000 lb. Units	% of Total	10,001-14,000 lb. Units	% of Total	14,001-16,000 lb. Units	% of Total	16,001-19,500 lb. Units	% of Total	19,501-26,000 lb. Units	% of Total	Over 26,000 lb. Units	% of Total	Total Units	% of Total
1956	438,676	39.86	209,401	19.03	39,918	3.63	192,157	17.46	82,493	7.50	56,492	5.13	81,280	7.39	1,100,417	100
1955	585,856	47.06	212,571	17.07	46,905	3.77	225,755	18.13	65,719	5.28	43,413	3.49	64,769	5.20	1,244,988	100
1954	482,515	46.5	186,739	18.0	39,073	3.8	195,121	18.8	48,574	4.7	45,099	4.3	40,924	3.9	1,038,045	100
1953	563,112	46.8	221,817	18.5	46,624	3.9	185,115	15.4	49,628	4.1	86,773	7.2	49,140	4.1	1,202,209	100
1952	505,218	41.7	234,568	19.3	56,308	4.6	219,285	18.1	45,617	3.8	105,451	8.7	45,943	3.8	1,212,390	100
1951	589,149	41.5	260,360	18.3	99,140	7.0	278,098	19.6	68,937	4.9	81,073	5.7	42,254	3.0	1,419,011	100
1950	627,405	47.1	266,043	20.0	89,156	6.7	219,918	16.5	53,484	4.0	47,029	3.5	29,239	2.2	1,332,274	100
1949	513,148	45.5	279,359	24.8	84,605	7.5	173,137	15.3	37,227	3.3	23,798	2.1	17,351	1.5	1,128,625	100
1948	485,088	35.6	267,720	19.6	182,500	13.4	280,535	20.6	76,711	5.6	50,023	3.7	21,279	1.5	1,363,856	100
1947	375,445	30.8	182,490	14.9	265,989	21.8	285,589	23.4	41,606	3.4	42,761	3.5	26,754	2.2	1,220,634	100
1946	330,730	35.5	88,235	9.5	247,912	26.6	200,574	21.6	24,162	2.6	25,252	2.7	13,874	1.5	930,739	100

They're coming in

for a close look—and they like what they see!

The closer people look at the new Chevrolet, the more they see that it's beautifully put together. They find fine materials and solid construction throughout—finishing touches in even the smallest details. Chevrolet dealers sell in *quantity* because they have *quality* to sell!

For example: people like the way Chevrolet's grille and bumper are integrated in one massive, solidly made unit; they like the distinctive one-piece headlight design with its bright chrome trim; they like the way Chevrolet's smooth-lined body sections fit together so beautifully. They like Chevrolet's overall look of substance and character and quality – the unmistakable mark of Body by Fisher, exclusive with Chevrolet in its field.

The people who take a close, comparative look at the low-price field spot these Chevrolet advantages right away.

But this isn't something new, by any means. Chevrolet has always been famous for its quality – *quality products sold by a quality dealer organization. That* seems to be the unbeatable combination, for it has resulted in over 17 straight car production years of sales leadership for Chevrolet dealers . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

Chevrolet Dealers and Chevrolet

THE FIRST TEAM IN THE AUTOMOTIVE INDUSTRY

CHEVROLET

The Automotive Industry Picture in Canada

Sales

Canadian New Motor Vehicles Sales by Provinces, 1952-56

PROVINCE	PASSENGER CARS Number	PASSENGER CARS Retail Value	TRUCKS AND BUSES Number	TRUCKS AND BUSES Retail Value	TOTAL, CARS TRUCKS AND BUSES Number	TOTAL, CARS TRUCKS AND BUSES Retail Value
1952*:						
CANADA	292,095	$725,167,630	108,682	$278,494,711	400,777	$1,003,662,341
Maritimes	21,531	$ 51,990,632	9,746	$ 22,197,189	31,277	$ 74,187,821
Quebec	58,805	150,042,481	19,510	57,154,008	78,315	207,196,489
Ontario	124,587	310,735,388	34,955	89,596,608	159,542	400,331,996
Manitoba	16,337	40,076,647	6,255	15,137,563	22,592	55,214,210
Saskatchewan	19,480	48,204,826	13,398	30,965,145	32,878	79,169,971
Alberta	25,197	63,282,691	16,012	39,909,663	41,209	103,192,354
British Columbia	26,158	60,834,965	8,806	23,534,535	34,964	84,369,500
1953*:						
CANADA	359,172	$899,726,000	103,354	$262,745,000	462,526	$1,162,471,000
Maritimes	26,995	$ 65,628,000	9,733	$ 21,053,000	36,728	$ 86,681,000
Quebec	68,919	178,190,000	17,765	50,034,000	86,684	228,224,000
Ontario	158,087	394,864,000	35,477	92,795,000	193,564	487,659,000
Manitoba	19,253	47,594,000	5,954	15,139,000	25,207	62,733,000
Saskatchewan	24,037	61,398,000	12,543	28,969,000	36,580	90,367,000
Alberta	29,028	73,163,000	14,286	35,233,000	43,314	108,396,000
British Columbia	32,853	78,889,000	7,596	19,522,000	40,449	98,411,000
1954:						
CANADA	310,526	$797,507,000	72,085	$191,944,000	382,611	$989,451,000
Maritimes	23,868	$ 58,695,000	7,720	$ 17,526,000	31,588	$ 76,221,000
Quebec	65,631	172,875,000	14,444	41,499,000	80,075	214,374,000
Ontario	141,171	362,124,000	24,966	68,272,000	166,137	430,396,000
Manitoba	15,113	38,455,000	3,656	9,926,000	18,769	48,381,000
Saskatchewan	16,143	42,049,000	5,999	14,426,000	22,142	56,475,000
Alberta	22,120	57,470,000	8,837	22,692,000	30,957	80,162,000
British Columbia	26,480	65,839,000	6,463	17,603,000	32,943	83,442,000
1955:						
CANADA	386,962	$1,023,351,000	78,716	$232,539,000	465,678	$1,255,890,000
Maritimes	28,339	$ 71,327,000	8,220	$ 20,630,000	36,559	$ 91,957,000
Quebec	80,918	219,424,000	16,181	53,081,000	97,099	272,505,000
Ontario	180,888	479,456,000	28,286	84,196,000	209,174	563,652,000
Manitoba	16,483	43,443,000	3,698	12,257,000	20,181	55,700,000
Saskatchewan	14,812	39,147,000	4,608	11,408,000	19,420	50,555,000
Alberta	27,781	73,872,000	8,782	25,409,000	36,563	99,281,000
British Columbia	37,741	96,682,000	8,941	25,558,000	46,682	122,240,000
1956:						
CANADA	406,663	$1,124,788,000	91,398	$326,047,000	498,061	$1,450,835,000
Maritimes	30,953	$ 80,757,000	9,006	$ 26,084,000	39,959	$ 106,841,000
Quebec	92,670	263,974,000	20,795	81,714,000	113,465	345,688,000
Ontario	180,269	498,455,000	31,675	116,728,000	211,944	615,183,000
Manitoba	16,166	44,410,000	3,826	12,702,000	19,992	57,112,000
Saskatchewan	17,248	46,787,000	5,033	14,876,000	22,281	61,663,000
Alberta	31,750	88,507,000	10,998	39,503,000	42,748	128,010,000
British Columbia	37,607	101,898,000	10,065	34,440,000	47,672	136,338,000

Source: Canadian Automobile Chamber of Commerce and Dominion Bureau of Statistics.

Canadian New Motor Vehicle Sales by Months, 1954-56

MONTH	PASSENGER CARS Number	PASSENGER CARS Retail Value	TRUCKS AND BUSES Number	TRUCKS AND BUSES Retail Value	TOTAL, CARS TRUCKS AND BUSES Number	TOTAL, CARS TRUCKS AND BUSES Retail Value
1954:						
January	18,507	$ 46,736,000	4,626	$ 12,401,000	23,133	$ 59,137,000
February	23,722	60,410,000	6,302	16,327,000	30,024	76,737,000
March	36,422	94,531,000	8,465	22,256,000	44,887	116,787,000
April	39,148	100,666,000	8,056	20,987,000	47,204	121,653,000
May	35,996	92,969,000	8,011	20,381,000	44,007	113,350,000
June	31,808	82,223,000	6,836	17,895,000	38,644	100,118,000
July	27,973	71,360,000	5,704	14,437,000	33,677	85,797,000
August	21,524	54,940,000	5,915	14,832,000	27,439	69,772,000
September	23,175	58,521,000	5,137	13,269,000	28,312	71,790,000
October	15,946	39,755,000	4,805	13,212,000	20,751	52,967,000
November	16,269	41,891,000	4,305	13,930,000	20,574	55,821,000
December	19,347	52,037,000	3,883	11,473,000	23,230	63,510,000
January-December, 1954	309,837	$796,039,000	72,045	$191,400,000	381,882	$ 987,439,000
1955:						
January	17,810	$ 47,242,000	3,576	$ 10,267,000	21,386	$ 57,509,000
February	22,084	58,041,000	4,212	12,005,000	26,296	70,046,000
March	30,937	78,690,000	4,687	13,745,000	35,624	92,435,000
April	46,002	121,042,000	7,909	22,677,000	53,911	143,719,000
May	52,279	135,745,000	8,770	24,242,000	61,049	159,987,000
June	45,923	119,516,000	8,990	26,490,000	54,913	146,006,000
July	40,000	103,680,000	7,434	22,698,000	47,434	126,378,000
August	33,450	86,694,000	8,595	24,576,000	42,045	111,270,000
September	24,939	64,438,000	6,905	21,523,000	31,844	85,961,000
October	26,135	72,630,000	7,283	21,356,000	33,418	93,986,000
November	23,594	67,159,000	5,368	16,092,000	28,962	83,251,000
December	23,809	68,474,000	4,987	16,868,000	28,796	85,342,000
January-December, 1955	386,962	$1,023,351,000	78,716	$232,539,000	465,678	$1,255,890,000
1956:						
January	16,859	$ 47,808,000	4,447	$ 15,823,000	21,306	$ 63,631,000
February	23,267	66,968,000	5,243	18,914,000	28,510	85,882,000
March	36,551	102,896,000	6,783	25,356,000	43,334	128,252,000
April	49,700	137,346,000	3,697	31,754,000	53,397	169,100,000
May	53,790	147,838,000	11,552	41,090,000	65,342	188,928,000
June	48,874	134,787,000	9,484	34,270,000	58,358	169,057,000
July	42,076	114,446,000	9,296	32,900,000	51,372	147,346,000
August	34,088	93,622,000	8,187	26,777,000	42,275	120,399,000
September	25,746	70,443,000	7,646	27,194,000	33,392	97,637,000
October	25,446	68,962,000	8,073	27,695,000	33,519	96,657,000
November	25,063	68,060,000	6,096	22,307,000	31,159	90,367,000
December	25,203	71,612,000	5,894	21,967,000	31,097	93,579,000
January-December, 1956	406,663	$1,124,788,000	91,398	$326,047,000	498,061	$1,450,835,000

Source: Canadian Automobile Chamber of Commerce.

Output

Canadian Vehicle Production

By Months, 1951-1956

	1951	1952	1953	1954	1955	1956
January	39,204	34,232	36,990	40,930	28,924	29,741
February	40,592	32,448	43,014	44,992	33,083	29,157
March	47,779	33,604	51,398	45,771	50,445	47,299
April	41,060	46,908	52,365	46,432	54,023	59,768
May	42,911	42,690	50,521	37,984	58,354	57,919
June	36,229	41,910	50,444	30,020	56,178	52,612
July	30,294	34,134	49,226	25,692	48,419	49,385
August	21,833	22,853	21,537	13,362	24,100	17,972
September	29,861	41,065	35,785	11,377	19,215	12,023
October	32,462	41,659	36,600	11,860	23,655	30,398
November	29,461	31,340	20,519	17,213	29,520	43,747
December	22,086	29,868	35,915	25,933	28,266	42,972
Total	413,772	432,711	484,314	351,566	454,182	472,993

Source: Canadian Automobile Chamber of Commerce.

1956 Canadian Vehicle Shipments

For Domestic Use and Export*

	Factory Shipments of Made-in-Canada Vehicles (Number of Units) Domestic	Export	Total	Shipments of Vehicles From the U.S.A.
PASSENGER CARS—				
Convertible cars	39,954	207	40,161	9,679
Permanent closed cars—				
Coupe	12,788	18	12,806	43
2-door sedan	59,060	89	59,149	4,096
4-door sedan	201,243	13,141	214,384	11,935
Station-wagon type	18,694	794	19,488	2,686
Other models	17,386	827	18,213	8,963
Chassis (sold without bodies)	1	9,924	9,925	.....
Total passenger cars	349,126	25,000	374,126	37,401
COMMERCIAL VEHICLES (including trucks, buses and chassis) Maximum Gross Vehicle Weight in pounds:				
5,000 and less	37,378	3,571	40,949	492
5,001-10,000	16,023	386	16,409	1,411
10,001-14,000	4,647	519	5,166	335
14,001-16,000	4,466	3,531	7,997	616
16,001-19,500	10,276	356	10,632	651
19,501-26,000	12,650	67	12,717	1,283
Over 26,000	2,389	2	2,391	1,109
Total trucks	87,829	8,432	96,261	5,897
Total coaches or buses	239	48	287	195
Total commercial vehicles	88,068	8,480	96,548	6,092
TOTAL PASSENGER AND COMMERCIAL	437,194	33,480	470,674	43,493

* Includes military vehicles

Source: Dominion Bureau of Statistics.

1955 Canadian Vehicle Shipments

For Domestic Use and Export*

	Factory Shipments of Made-in-Canada Vehicles (Number of Units) For Sale in Canada	For Export	Total	Shipments of Vehicles Imported from United States
PASSENGER CARS—				
Convertible cars	30,646	79	30,725	9,684
Permanent closed cars—				
Coupe	13,534	65	13,599	163
2-door sedan	68,899	20	68,919	1,509
4-door sedan	213,718	11,255	244,973	12,487
Station-wagon type	15,890	952	16,842	2,172
Other models	6,355	3	6,358	3,777
Chassis (sold without bodies	.....	13,345	13,345	1
Total Passenger Cars	349,042	25,719	374,761	29,793
COMMERCIAL VEHICLES (including trucks, buses and chassis) Maximum Gross Vehicle Weight in pounds:				
5,000 and less	35,400	4,452	39,852	1,100
5,001-10,000	10,934	636	11,570	1,982
10,001-14,000	3,281	696	3,977	368
14,001-16,000	5,489	3,560	9,049	688
16,001-19,500	10,247	29	10,276	591
19,501-26,000	3,288	.....	3,288	667
Over 26,000	489	2	491	636
Total Trucks	69,128	9,375	78,503	6,032
Total Coaches or Buses	359	.....	359	143
Total Commercial Vehicles	69,487	9,375	78,862	6,175
TOTAL PASSENGER AND COMMERCIAL	418,529	35,094	453,623	35,968

* Includes Military Vehicles.

Source: Canadian Automobile Chamber of Commerce.

AMERICA SURE LOVES A WINNER!

The romance between the American public and the 3-years-ahead Plymouth began way back on announcement day. And they've been "going steady" ever since! The American public sure loves a winner—and sales-sweeping *Plymouth* sure loves having so many winning dealers.

Accident Statistics for 1956

Types of Accidents Resulting in Deaths

COLLISION WITH:	1956 Persons Killed	Per-cent	1955 Persons Killed	Per-cent
Automobile	15,880	39.7	14,860	39.3
Non-Collision	10,000	25.0	8,430	22.3
Pedestrian	8,080	20.2	8,130	21.5
Fixed Object	4,120	10.3	4,420	11.7
Railroad Train	1,280	3.2	1,280	3.4
Bicycle	480	1.2	490	1.3
Other Vehicle	40	.1	80	.2
Miscellaneous	120	.3	110	.3
TOTAL	40,000	100.0	37,800	100.0

Types of Accidents Resulting in Injuries

COLLISION WITH:	1956 Persons Injured	Per-cent	1955 Persons Injured	Per-cent
Automobile	1,686,000	71.2	1,517,070	70.3
Non-Collision	260,500	11.0	220,120	10.2
Pedestrian	225,000	9.5	222,270	10.3
Fixed Object	125,500	5.3	133,800	6.2
Bicycle	52,100	2.2	47,480	2.2
Other Vehicle	2,400	.1	4,320	.2
Railroad Train	7,100	.3	6,470	.3
Miscellaneous	9,400	.4	6,470	.3
TOTAL	2,368,000	100.0	2,158,000	100.0

Actions of Drivers Resulting in Deaths and Injuries—1956

	Persons Killed	Per-cent	Persons Injured	Per-cent
Exceeding Speed Limit	13,830	43.5	798,920	41.5
On Wrong Side of Road	5,310	16.7	119,360	6.2
Did Not Have Right-of-Way	3,750	11.8	481,270	25.0
Cutting In	250	.8	73,150	3.8
Passing on Curve or Hill	190	.6	3,850	.2
Passing on Wrong Side	450	1.4	23,100	1.2
Failed to Signal and Improper Signaling	480	1.5	61,600	3.2
Car Ran Away—No Driver	30	.1	3,850	.2
Drove Off Roadway	3,910	12.3	146,310	7.6
Reckless Driving	3,310	10.4	190,590	9.9
Miscellaneous	290	.9	23,100	1.2
TOTAL	31,800	100.0	1,925,100	100.0

Age of Drivers in Accidents—1956

	Drivers in Fatal Accidents	Per-cent	Drivers in Non-Fatal Accidents	Per-cent
Under 18 years	1,860	3.8	74,200	2.9
18-24 years	11,650	23.8	457,900	17.9
25-64 years	32,700	66.8	1,949,200	76.2
65 and over	2,740	5.6	76,700	3.0
TOTAL	48,950	100.0	2,558,000	100.0

Operating Experience of Drivers in Accidents—1956

	Drivers in Fatal Accidents	Per-cent	Drivers in Non-Fatal Accidents	Per-cent
Less than 3 months	530	1.1	28,100	1.1
3-6 months	400	.8	17,900	.7
6-12 months	700	1.4	38,400	1.5
1 year or more	47,320	96.7	2,473,600	96.7
TOTAL	48,950	100.0	2,558,000	100.0

Road Conditions Prevailing in Accidents—1956

	Fatal Accidents	Per-cent	Non-Fatal Accidents	Per-cent
Dry	27,670	80.8	1,264,490	75.2
Wet	5,070	14.8	284,170	16.9
Snowy	650	1.9	63,900	3.8
Icy	860	2.5	68,940	4.1
TOTAL	34,250	100.0	1,681,500	100.0

Direction of Travel of Cars Involved in Accidents—1956

	Persons Killed	Per-cent	Persons Injured	Per-cent
Going Straight	30,080	75.2	1,475,280	62.3
Turning Right	960	2.4	56,820	2.4
Turning Left	2,640	6.6	137,350	5.8
Backing	480	1.2	42,620	1.8
Skidding	3,200	8.0	106,560	4.5
Car Parked or Standing Still	1,240	3.1	116,030	4.9
Slowing or Stopping	760	1.9	395,460	16.7
Miscellaneous	640	1.6	37,880	1.6
TOTAL	40,000	100.0	2,368,000	100.0

Condition of Vehicles Involved in Fatal and Non-Fatal Accidents—1956

	Vehicles in Fatal Accidents	Per-cent	Vehicles in Non-Fatal Accidents	Per-cent
In Apparently Good Condition	47,330	96.4	2,516,480	97.5
Brake Defective	690	1.4	30,970	1.2
Steering Defective	100	.2	5,160	.2
1 or 2 Lights Out	50	.1	5,160	.2
Tail Light Out or Obscured	100	.2	2,580	.1
Other Defects in Equipment	540	1.1	12,910	.5
Puncture or Blowout	290	.6	7,740	.3
TOTAL	49,100	100.0	2,581,000	100.0

Source: The Travelers.

Results of 1956 National Safety Check

	Cars Items Checked	Cars Percent Defective	Trucks Items Checked	Trucks Percent Defective	Total Items Checked	Total Percent Defective
Rear Light	113,131	26.6	10,271	26.6	123,402	26.6
Brakes	74,760	17.6	6,207	16.1	80,967	17.5
Front Lights	68,979	16.2	5,602	14.5	74,581	16.1
Exhaust System	44,268	10.4	3,296	8.5	47,564	10.2
Tires	35,998	8.5	2,218	5.7	38,216	8.2
Steering	28,602	6.7	2,909	7.5	31,511	6.8
Windshield Wipers	21,729	5.1	2,288	5.9	24,017	5.2
Glass	20,197	4.8	2,794	7.2	22,991	5.0
Horn	12,167	2.9	1,662	4.3	13,829	3.0
Rear-view Mirror	4,851	1.2	1,433	3.7	6,384	1.4
	424,782	100.0%	38,680	100.0%	463,462	100.0%

	Cars	Trucks	Combined Car and Truck Reports	Total Vehicles
Total Checked	1,640,608	73,716	192,283	1,906,607
Total Needing Repair	320,467	23,334	17,622	361,423
Percentage	19.5%	31.7%	9.2%	19%

(Total vehicles checked: 2,185,524. Of this total, 1,919,661 vehicles were checked in community Safety-Check programs. Reports of 278,917 vehicles checked were not used in above tables due to insufficient data submitted.)

—Compiled by Inter-Industry Highway Safety Committee.

Accident Rates of Motor Transportation Fleets

(Fleets Reporting in the National Fleet Safety Contest)

FLEET CLASSIFICATION	July 1, 1955 to June 30, 1956: Fleets	Vehicles	Vehicle Miles (thousands)	Accidents	Accidents Per 100,000 Vehicle Miles*: 1955-1956	3 Years 1953-'56
TOTAL	1,871	229,005	4,867,415	76,793	1.58	1.52
TRUCKS	1,339	146,507	3,293,604	53,807	1.63	1.44
Intercity-Truck—Common Carrier	139	13,374	991,644	7,052	.71	.77
Intercity-Truck—Private Carrier	60	3,702	84,488	789	.93	.97
Intercity-Truck—Petroleum	30	2,691	148,809	1,195	.80	.88
City-Truck—Common Carrier	88	5,737	65,881	5,472	8.31	7.74
City-Truck—Private Carrier	28	1,009	13,806	438	3.17	...
City-Truck—Petroleum	31	3,068	58,173	1,085	1.87	1.71
City-Truck—Government	38	33,454	341,432	15,555	4.56	4.16
City-Truck—Contract Carrier	65	1,805	25,806	1,270	4.92	4.84
Suburban-Truck—Common Carrier	14	628	9,092	490	5.39	...
Suburban-Truck—Private Carrier	38	1,518	27,829	609	2.19	...
Petroleum Companies (Ref., Prod., Pipeline)	49	4,381	66,443	358	.54	.57
Public Utility-Truck—Intercity	17	3,442	37,023	523	1.41	...
Public Utility-Truck—City	24	4,333	40,364	788	1.95	...
Public Utility-Truck—Suburban	33	8,570	76,396	1,439	1.88	...
Bakery-Truck—City	21	1,247	18,157	310	1.71	...
Bakery-Truck—Suburban	43	2,202	41,277	615	1.49	...
Meat Packing-Truck—Intercity	19	1,491	38,167	835	2.19	2.44
Brewing Industry	48	3,421	28,469	1,745	6.13	...
Gas Industry Division	87	25,868	291,085	4,601	1.58	...
Milk & Ice Cream Div.—Retail	96	6,338	56,944	1,828	3.21	...
Milk & Ice Cream Div.—Wholesale	90	3,775	44,144	1,075	2.44	...
Milk & Ice Cream Div.—Over the Road	31	1,348	39,949	339	.85	...
Milk & Ice Cream Div.—Small Fleets	7	53	808	27	3.34	...
Truckaway	68	10,160	638,028	4,158	.65	.69
Driveaway	40	1,909	81,490	749	.92	.88
Small Fleets—Intercity	56	398	18,552	157	.85	.80
Small Fleets—City	79	585	9,348	305	3.26	2.98
BUSES AND TAXICABS	71	6,255	275,809	12,175	4.41	4.58
Intercity Bus	20	1,114	81,692	1,151	1.41	1.00
City Bus	44	4,621	156,439	9,573	6.12	6.47
Taxicabs	7	520	37,678	1,451	3.85	...
COMMERCIAL PASSENGER CARS	296	63,561	937,478	5,343	.57	.77
Eastern	123	34,409	462,785	3,242	.70	.94
Western	147	28,960	471,803	2,075	.44	.59
Small Fleets	26	192	2,890	26	.90	.88
POLICE DIVISION	165	12,682	360,524	5,468	1.52	1.36
Municipal—Patrol Cars	58	5,185	123,023	3,645	2.96	3.00
State Patrol Cars	20	5,319	216,652	1,081	.50	.55
Two-Wheeled Motorcycles	19	1,440	14,350	506	3.53	...
Three-Wheeled Motorcycles	17	488	3,049	135	4.43	...
Small Fleets	51	250	3,450	101	2.93	2.10

* The rates for 1955-1956 and 1953-1956 are based on all experience reported for these years.

Source: National Safety Council

Prewar Cars Still in Use Drop to 3,576,000

Passenger Car Registrations by Year Model, as of July 1 Each Year, in Thousands of Units

YEAR MODEL	1941	1946	1947	1948	1949	1950	1951	1952	1953	1954	1955	1956
1956	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	3,964
1955	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	4,136	6,701
1954	.....	.....	.....	.....	.....	.....	.....	.....	.....	2,620	4,589	4,583
1953	.....	.....	.....	.....	.....	.....	.....	.....	2,901	5,718	5,723	5,701
1952	.....	.....	.....	.....	.....	.....	.....	1,831	3,720	3,698	3,675	3,638
1951	.....	.....	.....	.....	.....	.....	2,858	5,387	5,462	5,443	5,387	5,290
1950	.....	.....	.....	.....	.....	2,989	6,114	6,202	6,219	6,179	6,102	5,914
1949	.....	.....	.....	.....	2,638	4,935	4,988	4,969	4,966	4,898	4,773	4,434
1948	.....	.....	.....	1,673	2,981	3,033	2,964	2,943	2,932	2,885	2,766	2,466
1947	.....	.....	1,367	3,100	3,066	3,052	2,987	2,953	2,914	2,821	2,608	2,162
1946	.....	448	2,056	2,048	2,047	2,032	1,975	1,942	1,903	1,822	1,624	1,278
1942	.....	997	1,065	1,012	1,006	999	966	892	799	640	464	294
1941	3,240	4,107	4,086	4,004	4,005	3,955	3,761	3,456	3,095	2,462	1,782	1,127
1940	3,112	3,182	3,113	3,093	3,089	3,033	2,794	2,496	2,190	1,691	1,205	755
1939	2,402	2,426	2,379	2,345	2,326	2,244	1,996	1,687	1,396	1,015	693	420
1938	1,733	1,736	1,679	1,662	1,621	1,490	1,244	973	752	517	344	206
1937	3,481	3,390	3,304	3,186	3,075	2,709	2,126	1,541	1,130	746	481	774*
1936	3,175	2,893	2,790	2,657	2,495	2,074	1,493	996	698	444	773*	.....
1935	2,139	1,675	1,592	1,490	1,335	1,053	688	430	294	699*	.....	.....
1934	1,591	1,021	967	886	762	567	1,451*	207	725*	.....	.....	.....
1933	1,120	607	568	509	435	1,657*	.....	768*	.....	.....	.....	.....
1932	735	369	346	317	1,738*	.....	.....	.....	.....	.....	.....	.....
1931	1,211	626	596	1,732*	.....	.....	.....	.....	.....	.....	.....	.....
1930	1,205	592	1,377*	.....	.....	.....	.....	.....	.....	.....	.....	.....
1929	1,278	889*	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
1928	561	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
1927	502*	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Not Known	215	185	236	253	112	100	110	99	107	86	255	97
TOTAL	27,700	25,143	27,521	29,968	32,731	35,922	38,516	39,770	42,202	44,387	47,378	49,804

* Includes all earlier year models.

SOURCE: R. L. Polk and Company.

NOTE: Due to technical problems encountered in the compilation of this data, there are some instances where registrations for certain year models are higher in one year than in the previous year.

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Roster of American Car Makes, Past and Present

Showing Starting Year, With Survivors Indicated by Stars

Carefully revised since the last appearance of this page in the Automotive News Almanac, the roster of American car makes, past and present, shows 1,686 names. Trucks and commercial cars are not listed. Passenger cars still in production are indicated by asterisks. There are 19 survivors, distributed among General Motors, Ford, Chrysler, Studebaker-Packard Corp. and American Motors Corp. Truly it has been a survival of the fittest, but the mortality is not as alarming as it might seem at first glance, for many of the makes named never got beyond the blueprint stage in the early days of the industry, when companies were started but never got into production.

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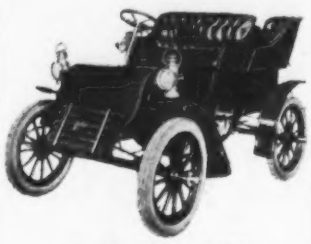
—A—

1909 Abbott
1922 A.B.C.
1900 ABC Electric
Abenague
1907 Abendroth & Root
Acadia
1920 Ace
1903 Acme
1911 Adams
1904 Adams-Farwell
1921 Adelphia
1921 Adria
1902 Adrian
1909 Advance
A.E.C.
Aero
1905 Aerocar
1948 Aerocar
1921 Aerotype
1936 Airomobile
1948 Airway
1901 Ajax
1901 Akron
1903 Alamobile
Aland
1907 Albany
1909 Alco
1911 Alden Sampson
Aldo
1914 Allen
1907 Allen Kingston
Allis-Chalmers
1908 Allith
1951 Allstate
1915 All Steel
Alma
1911 Alpena
1920 Alsace
1916 Alter
1905 Altha Electric
Alzo
Amalgamated
1921 Ambassador
1920 Ameo
1911 America
1901 American
1930 American Austin
1936 American Bantam
1916 American Beauty
1909 American Berliet
1902 American Electric
1921 American Fiat
1903 American Gas
American Mercedes
1909 American Mors
1909 American Napier
1900 American Power Carriage
1908 American Simplex
1903 American Steam
1912 American Tricar
American Underslung
1898 Ames
Amesbury
1910 Amplex
Ams Sterling
1909 Anchor
1916 Anderson
1913 Anger
1908 Angus
1910 Anhut
Anthony
1915 Appel
1908 Apperson
1906 Appollo
1911 Arbenz
Arcadia
1905 Ardsley
Argo-Case
1912 Argo Electric
1919 Argonne
1905 Ariel
1913 Aristos
1914 Arrow Cyclecar
Artsberger Steam
1925 Astra
Atlantic Electric
1907 Atlas
1911 Atlas-Knight
Atterbury
1903 Auburn
Aultman
1906 Aurora
1903 Austin
Austin Bantam
1863 Austin Steam
1899 Auto Acetylene
1910 Auto Bug
Autobuggy
1897 Autocar
1913 Autocycle
1901 Auto Dynamic
1900 Auto-Fore-Carriage
1900 Auto-Go
1921 Automatic
1900 Automobile Voliurette
1901 Automotor
1914 Auto-Tricar
1900 Autotwo
1903 Auto Vehicle
1906 Averageman's Car
Avery

—B—

1909 Babcock
1906 Babcock Electric
1901 Bachelles Electric
1905 Bacon
1912 Badger
1912 Badger
1907 Bailey Electric
1899 Baker Electric
1921 Baker Steam
Balboa
1901 Baldner
1900 Baldwin
1902 Ball
1900 Balzer
1905 Banker
Banker Electric
1914 Bantam
1923 Barbarino
1922 Barley
1922 Barlow
1907 Barnes
Barnhart
1896 Barrow Electric
1901 Bartholomew
1917 Bateman
1908 Bates
1925 Bauer
1899 Bauroth
1906 Bay State
1933 Beacon
1901 Beardsley Electric
Beaver
1918 Beggs
B.E.L.
1907 Belden
1907 Bell
1907 Bellefrontaine
1908 Belmont
Bemmel & Burnham
1907 Bendix
1917 Benham
1917 Ben Hur
1908 Benner
1902 Berg
1909 Bergdoll
1905 Berkshire
1908 Bertolet
Berwick Electric
1904 Bessemer
1900 Best
1908 Bethlehem
1904 Beverly
Bowis
Bowman
1915 Biddle
1915 Biederman
1906 Bliss
1907 B.L.M.
1908 Blood
1904 Bloomstrom
1947 Bobbie Kar
1903 Boggs
1901 Boisselot
1904 Bollee
1900 Bolte
Borbein Electric
1914 Borland Electric
1903 Borland-Granis
1903 Boss Steam
1900 Boston
1902 Boston & Amesbury
1898 Boston Haynes
Apperson
1908 Boston High Wheel
1915 Bour-Davis
1914 Bowman
1929 Bradfield
1920 Bradley
1902 Bramwell-
1899 Bramwell-Robinson
1915 Brasie
1903 Brazier
1901 Brecht Steam
1905 Breeze & Lawrence
1908 Brennan
Brenner
1904 Brew & Hatcher
1917 Brewster
1916 Brewster-Knight
Bridgeport
1922 Briggs & Stratton Flyer
Briggs Detroiter
1914 Brighton
1912 Brightwood
Brintel
1914 Briscoe
1902 Bristol
1909 Broc Electric
Brock
Brodesser
1946 Brogan
1920 Brook
1908 Brooks
1914 Brown
1910 Brownell
1915 Brownie
1908 Brouniecar
1906 Brunn
Brunswick
1906 Brush
1907 Buckeye
1914 Buckles
1903 Buckmobile
1906 Buffalo Electric
Buffington
1900 Buffum
1895 Buggyaut
1908 Buggycar
1907 Bugmobile
1909 Burdick
1912 Burg
1909 Burns
1914 Burroughs
1917 Bush
Busser
Buzmobile
1908 Byrider Electric

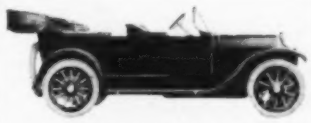
—C—



★ Cadillac 1902

Detroit Automobile Co. reorganized Aug. 20, 1902, as Cadillac Automobile Co. First car—Model "A"—was 1902 one-cylinder; 1,698 were sold to dealers; list price $850. Acquired by GM July 29, 1909; present division was formed Dec. 31, 1916. First four-cylinder, 1905; first V-8, 1914; V-12 and V-16, 1930. Only V-8s have been produced since 1940.

1912 California
Californian
1927 Calvert
1903 Cameron
1917 Campbell
1900 Canada
1904 Cannon
1907 Chief
1904 Christie
Christman
1908 Christopher
1924 CHRYSLER*
1902 Church
1918 Churchfield Electric



★ Chevrolet 1912

Louis Chevrolet began work on a six-cylinder engine in 1909 in his shop on Grand River Ave., Detroit; produced experimental cars in 1911. First car, 1912 Classic Six touring; 2,999 sold to dealers; list price, $2,150. Became a division of GM on May 2, 1918. Also commenced manufacture of trucks in the same year. Produced its first V-8, 1917.

1902 Capitol Steam
Carbon
1923 Cardway
Carhart
1911 Carhartt
1904 Carlson
1912 Carnation
1907 Carriage Mobile
1908 Carrison
1922 Carroll Six
1907 Cartercar
1924 Cartermobile
Carthage
1905 Cartone
1910 Case
1907 Cato
Cavac
1927 Cavalier
Ceco
Celt
1902 Centaur Electric
1905 Central
1901 Century
1911 Century Electric
1908 C.F.
1902 C.G.V.
1906 Chalfant
1908 Chalmers
1909 Champion
1913 Chandler
1901 Chapman Electric
1917 Charter Oak
1907 Chase
1906 Chatham
1901 Chelsea
1912 CHEVROLET*
1899 Chicago
1914 Chicago Electric
1906 Chicago Steam
1908 Cincinnati Steam
Cinco
1909 Cino
1901 Clark
1906 Clark Electric
1900 Clarke-Carter
1908 Clark-Hatfield
1902 Clarkmobile
1900 Clark Steam
Classic
1900 Clear & Dunham
1912 Cleburne
1908 Clendon
1922 Clermont Steam
1902 Cleveland
1919 Climber
1903 Cloughley
1911 Club Car
1919 Clyde
1908 Clymer
1908 Coates-Goshen
1922 Coats Steam
1911 Coey
1912 Cogswell
1907 Colburn
1911 Colby
1909 Cole
Collinet
1920 Collins
1901 Collins Electric
Colly
1921 Colonial
1908 Colt
1916 Columbia
1898 Columbia Electric
1900 Columbia Gas
1916 Columbia Knight
1903 Columbus
1917 Comet

★ Chrysler 1924

First car 1924 with six-cylinder, high compression engine; production, 32,000; sedan list price, $2,065. Chrysler Corp. formed June 16, 1925, from predecessor Maxwelll Corp. Expanded to four series in 1926, five in 1927. Plant expansion planned, 1927. First eight, 1930; Airflow, 1934; pioneered fluid drive, 1938; Fluid drive on all cars, 1941; first V-8 engine, 1952.

★ Continental 1939

The first Continental was originated by Edsel Ford and the prototype was built for his personal use. He drove it on a Florida vacation and returned with more than 200 orders. It first was produced as a 1940 model and 5,322 cars were sold before it was suspended in March, 1948. The Continental Mark II made its debut Oct. 21, 1955.

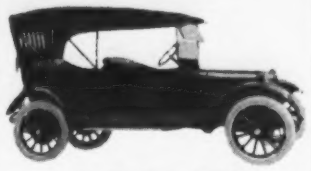
1946 Comet
1922 Commander
Commeres
1921 Commodore
1917 Commonwealth
1904 Compound
Connersville
1907 Conover
1900 Conrad Steam
1907 Continental
1939 CONTINENTAL*
1907 Cook
Copley Minor
1907 Coppack
1903 Corbin
1911 Corbitt
1929 Cord
1922 Corinthian
1913 Cornelian
1908 Cornish-Friedberg
1908 Correja
1914 Cort
1947 Cortez
Corweg
1905 Corwin
1907 Cosmopolitan
1901 Cotta Steam
1904 Country Club
Couple-Gear
1904 Courier
1901 Covert
1908 C.P.
1920 Craig-Hunt
1906 Craig Toledo
1912 Crane
1912 Crane & Breed
1918 Crane-Simplex
1905 Crawford
1907 Crescent
1903 Crest
1901 Crestmobile
1914 Cricket
1912 Criterion
Croesus Jr.
1905 Crompton
1939 Crosley
1899 Crouch Steam
1914 Crow
1901 Crowdus Electric
1911 Crow Elkhart
1907 Crown High Wheel
Crown-Magnetic
1915 Crowther-Duryea
1911 Croxton
1909 Croxton-Keaton
1923 Crusader
1918 Cruiser
1907 Cucmobile
1901 Cull
1905 Culver
1930 Cummins
1911 Cunningham
1901 Cunningham Steam
1921 Curtis
Custer
1909 Cutting
1907 C.V.L.
1920 Cyclemlbe
1914 Cycleplane

—D—

★ DeSoto 1928

DeSoto Motor Corp. was formed in 1928 and the first car was produced the same year. During the first 12 months, Aug., 1928, to Aug., 1929, 81,065 cars were shipped, claimed to be a record for an introductory model's first year. The first eight-cylinder was brought out in 1930. Airflow styling was introduced in 1934, fluid drive in 1941.

1923 D.A.C.
1923 Dagmar
1911 Dalton
1915 Daniels
1911 Dan Patch
1909 Darling
1947 Darrin
1903 Darrow
1922 Dart
1902 Davenport
Davids
1910 Davis
1945 Davis
1904 Dawson
1911 Day
1909 Dayton
1908 Deal
1907 Decatur
1909 Decauville
1902 Decker
1914 Decross
1923 Deemotor
1923 Deemster
1906 Deere-Clark
1918 Deering Magnetic
1915 DeKalb
1922 Delage
De La Vergne



★ Dodge 1914

First car, 1914 touring car. Rolled off line Nov. 14, 1914; production, 249; list price, $785. First closed model, 1915. Widows of John and Horace Dodge sold to Dillon, Read & Co., 1925. Dodge merged with Graham Bros. truck division, 1925; ¾-ton truck built at Graham Evansville (Ind.) plant, 1926. Chrysler acquired Dodge, 1928. Power Wagon, 1946.

1924 Delling Steam
1949 Del Mar
1906 Deluxe
1905 DeMars
1909 DeMot Car
1904 DeMotte
1911 Derain
1901 Desberon
1906 DeShaw
1913 DeSoto
1828 DeSOTO*
1909 DeTamble
1900 Detroit
1912 Detroit-Chatham
1909 Detroit-Dearborn
1907 Detroit Electric
1912 Detroiter
1914 Detroit Speedster
1923 Detroit Steam
1931 DeVaux
1898 Dewabout
Dey Electric
1907 Diamond
Diamond Arrow
1907 Diamond T
1925 Diana
1914 Dile
Direct Drive
1917 Disbrow
1911 Dispatch
1912 Dixie
1916 Dixie Flyer
1909 Dixie Tourist
1918 Doble Steam
1914 DODGE*
1926 Dodgeson
1909 Dodo
1904 Dolson
1905 Dorris
1915 Dort
1918 Douglas
1908 Dowagiac
1914 Dowing
1914 Downing
1906 Dragon
1921 Drake
Drednat
1916 Drexel
1921 Driggs
1916 Drummond
1914 Dudley
1907 Duer
1920 Duesenberg
1902 Dumont
1914 Dunn
1905 Duplex
1920 Dupont
1903 Duquesne
1902 Durable
1921 Durant
1907 Durocar
1895 Duryea
1912 Dusseau
1902 Dyke
1933 Dymaxton

—E—

1924 Eagle
1915 Eagle Electric
Eagle Macomber
1917 Eagle Rotary
1907 Earl
1901 Eastman
1907 Easton
1898 Eaton Electric
1903 Eck
1901 Eclipse Steam
1906 Economy
1902 Eddy Electric
1912 Edwards-Knight
1902 Eichstaedt
1914 Elbert
1909 Elcar
1915 Elco
1903 Eldridge
1913 Electra
1901 Electronomic Steam
1916 Elgin
1871 Elijah Ware Steam
1903 Elinore
1909 Elite
1901 Elite Steam
Elk
1908 Elkhart
1899 Elliott
1901 Ellis Electric
Ellsworth
1900 Elmore
1908 Elwell Parker
1909 Emancipator
1907 Emerson
1908 E.M.F.
1901 Empire
1901 Empire State
Empress
1922 Endurance
1901 Engelhardt
1909 Enger
1914 Engler
1911 Entyre
1914 Entz
1916 Erie
1926 Erskine
1906 Essex
1917 Essex
1901 Essex Stream
1907 Euclid
1907 Eureka
1907 Evansville
1909 Everitt
1908 Everybody's
1908 Ewing

—F—

1907 Fageol
1909 F.A.L.
1906 Fairmount
1922 Falcar
1922 Falcon
1926 Falcon-Knight
1909 Famous
1902 Fanning
1915 Farmack
Farmer
1908 Farmobile
1922 Farner
1900 Fauber
1913 Fedelia Cyclecar
1906 Federal
1914 Fenton
1917 Fergus
1920 Ferris
1910 F.I.A.T.
1887 Field Steamer
Findley
1907 Firestone-Columbus
1902 Fischer
1908 Fish
1914 Flagler
1910 Flanders Electric
1904 Flexbi
1902 Flint
1913 Flyer
Foos
1903 FORD*
1906 Forest City
1908 Fort Pitt
1900 Foster Steam
1906 Fostoria
1911 Four Wheel Drive
1921 Fox
Frankfort
1902 Franklin
1904 Frayer-Miller
1946 Frazer
1902 Fredonia
1914 Frederickson
Freeman

★ Ford 1903

First car, 1903 Model "A"; 1,708 produced, list price runabout with tonneau, $850. Model "B" and "C", 1904; Model "F", 1905; Models "K", "N", "R" and "S", 1907; first Model "T", 1908. Target of Selden patent infringement suit, 1903; ruled against, 1909. Ford appealed, won in 1911. Model "A", 1927; V-8 and Model "B" four-cylinder, 1932.

1923 Fremont
1913 French
1900 Friedman
1920 Friend
1907 Fritchie Electric
1922 Frontenac
1922 Frontmobile
1914 F.R.P.
1912 F.S.
1908 Fuller
1908 Fulton
1912 Fwick

—G—

1912 Gabriel
1915 Gadabout
1904 Gaeth
1904 Gale
1915 Galloway
1914 Galt
1919 Gardner
1907 Garford
1905 Gas-au-lac
1900 Gasmobile
1911 Gaylord
1907 Gearless Steam
1917 Gem
1903 General
1899 General Electric
1911 Genesee
1901 Geneva
1902 German-American
1918 Geronimo
1921 Gersix
1917 Ghent
1904 Gibbs Electric
1899 Gibson
1907 Gifford-Pettitt
1916 Gillette
1909 G.J.G.
1910 Gleason
1903 Glide
1921 Globe
Glover
Goethe
1906 Golden Eagle
1895 Golden Gate
1922 Goodspeed
1908 Grabowsky
1903 Graham
1903 Graham-Fox
1927 Graham-Paige
1908 Gramm-Logan
1912 Grand
1912 Granite Falls
1913 Grant
1901 Grant-Ferris
1899 Graves-Conlon
1922 Gray
1903 Great Arrow
1911 Great Eagle
1911 Great Smith
1911 Great Southern
1908 Great Western
1903 Greeley
1922 Gregory
1948 Gregory
1901 Grensfelder
1899 Greuter
1914 Greyhound
1903 Gride
1910 Grinnell
1907 Griswold
1899 Grout
1900 Gurley
1912 Guy-Vaughan
1914 Gyroscope

—H—

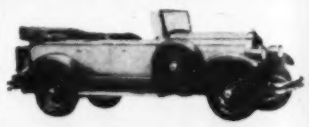
★ Hudson 1909

First car, 1909 Model "20", sliding gear transmission, roadster list price, $1,000; production, 1,100. "Torpedo" model, 1911. Introduced six-cylinder Model "54" on 145-inch wheelbase, 1913. First "Great Eight", 1930; Hudson "112" enters low-price field, 1938; "Monobilt" box frame body, 1947. Hudson joins Nash-Kelvinator to form American Motors Corp., May 1, 1954.

1915 Hackett
1916 H.A.L.
1903 Hall
1907 Halladay
1901 Halsey
Halsman
Halton
1908 Hambrick
1917 Hamilton
1921 Hamlin-Holmes
1904 Hammer
1923 Handley
1921 Handley-Knight
1921 Hanover
1902 Hansen
1918 Hanson
1916 Harding
Hardy
1907 Harper
1925 Harrie
1922 Harrigan
1923 Harris Six
1904 Harrison
1916 Harroun
1908 Hart-Kraft
1898 Hartley Steam
Hartman
1915 Harvard
1899 Hasbrouck
1916 Haseltine
Hassler
1906 Hatfield
1909 Haupt-Rockwell
1911 Havers
1907 Hawley
1907 Hay-Berg
1907 Haydock
1902 Haynes
1895 Haynes-Apperson
1913 Hayward
1914 Hazard
1920 H.C.S.
1911 Healey Electric
1918 Hebb
1921 Heifner
1908 Heilman
1907 Heine Velox
Hendel
1912 Henderson
1899 Henley Steam
1922 Henney
1901 Henrietta Steam
1911 Henry
1950 Henry J
1902 Hercules
1914 Herff-Brooks
1909 Herreshoff
1895 Hertel
1926 Hertz
1902 Hess
1905 Hewitt
1900 Hewitt-Lindstrom
1898 Heymann
1900 Hicks
1922 Highlander
1907 Hill
1908 Hillsdale
Hilton
1909 Hobbie
1904 Hockenhull
1903 Hoffman
1901 Hoffman Steam
1915 Holden
1897 Holderman
1905 Holland
1916 Holier
1900 Holley
Holly
1918 Holmes
1905 Holsman
1906 Hol-Tan
Holton
1899 Holyoke
1908 Homer
1916 Homer-Laughlin
1914 Hoosier Scout
1902 Hopkins
1948 Hoppenstand
1920 Hoskins
1916 Houghton
1900 Houghton Steam
1909 Houpt
1910 Houpt-Rockwell
1901 House Steam
1903 Howard
1903 Howey
1909 HUDSON*
Hudson-Franklin
1901 Hudson Steam
1920 Huffman Steam
1921 Hunter
1907 Huntington
1908 Hupmobile
1911 Hupp-Yeats Electric
1917 Hydromotor
1922 Hylander

—I—

1908 Ideal
I.H.C.
1909 Illinois
1914 Imp
1907 Imperial Electric
1912 Independence
Independent
1921 Indiana
Indianapolis
Ingersoll-Rand



★ Imperial 1926

The first model was called the Imperial 80 and was introduced in 1926. The limousine sold for $3,595, it was a six-cylinder car. First eight-cylinder introduced in 1930. Airflow styling was introduced in 1934, fluid drive was pioneered in 1938. First V-8, 1952. The first distinctive body styling appeared in 1955.

★ Buick 1903

First car — Model "B" — was 1903 two-cylinder; 37 produced by 50 employes. Famous slogan: "When better automobiles are built, Buick will build them," coined in 1905. Buick nucleus of General Motors Corp., formed in September, 1908. First six-cylinder, 1915; first straight eight, 1931. All models since have been eights. First V-8, 1953.

Roster of American Car Makes, Past and Present

Showing Starting Year, With Survivors Indicated by Stars

1917 Ingrame-Hatch
1921 Innes
1900 International
1908 Interstate
1904 Intrepid
1908 Iowa
1903 Iroquois
1908 Iverson

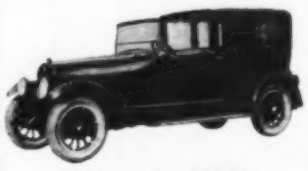
—J—

1899 Jackson
1900 Jack's Runabout
1921 Jacquet
1911 James
1906 Janney
1912 Jarvis-Huntington
1908 Jaxon Steam
1907 Jay
Jay-Eye-See
1903 Jeannin
1910 Jeffrey
1922 Jem Special
1907 Jenkins
1909 Jewell
1922 Jewett
1905 Johnson
1916 Jones
1902 Jones-Corbin
1911 Jonz
1916 Jordan
1914 J.P.L.
1900 JB.
1925 Julian
1925 Junior

—K—

1947 Kaiser
1922 Kalamazoo
1894 Kane-Pennington
1913 Kankakee
1905 Kansas City
1908 Karbach
Kato
1909 Kauffman
1908 Kearns Kar
Keasler
1900 Keene Steamobile
1908 Keeton
1947 Keller Kar
1903 Kellogg Steam
1922 Kelsey
1909 Kenmore
1915 Kennedy
1903 Kensington Steam
1916 Kent
1920 Kenworthy
1908 Kermath
Kermet
1914 Kerns
1900 Kerosene Motor
Surrey
1921 Kessler
1900 Keystone
1909 Keystone Steam
1907 Kiblinger
1901 Kidder Steam
1922 Kimball Electric
1905 King
1906 King-Remick
1903 Kirk
1906 Kissel Kar
1926 Kleiber
1909 Kline Kar
1905 Klock
1901 Knickerbocker
1917 Knight Special
1900 Knox
1904 Knox-Lansden
1906 Kobusch
1911 Koehler
1908 Koeton
1903 Konigslow
1914 Koppin
1901 Kraft Steam
Krall
1902 Krastin
Krebs
1908 Kreuger
1909 K-R-I-T
Kron
1902 Kunz
1921 Kurtz

—L—



★ **Lincoln 1920***

(*1922 earliest picture available)

Lincoln Motor Car Co. first was organized by Henry Leland in 1920 and was purchased by Henry Ford on Feb. 17, 1922. The first Lincoln sold in the neighborhood of $6,000 and the first Ford-built car was produced in 1922. It was a V-8 and the price was lowered. The first V-12 model was produced in 1932, first Zephyr V-12 in 1936.

1900 Laconia
1914 Lad's Car
1920 Lafayette
1934 Lafayette
1920 LaMarne
1904 Lambert
Lamphan
1899 Lancamobile
Lancia Delambda
1899 Lane Steam
1909 Lanpher
1900 Lansden Electric
1905 La Petite
1900 Larchmont Steam
1910 Larson
1927 LaSalle
1906 LaSalle-Niagara
Laughlin
1916 Laurel
1907 Lauth Juergens
1902 Law
1909 Lawter
1922 L.&E.
1914 L.C.E.
1899 Leach
1920 Leach Biltwell
1911 Leader
1906 Lebanon
1908 Lehr
1900 Lende
Lennon
1911 Lenox
1923 Leon Rubay
1916 Lescina
1901 Lewis
1909 Lexington
1916 Liberty
Liberty Brush
1915 Lima
Limited
1936 Lincoln-Zephyr
Lindsley
1907 Lion
1912 Little
1914 Little Detroit
1930 Little Mac
1902 Locomobile
1899 Locomobile Steam
1904 Logan
1913 Lomax
London
1920 Lone Star
1923 Long
1902 Long Distance
Longest
1900 Loomis
1907 Lorraine
1913 Los Angeles
1900 Louisana
Lowell American
1901 Lozier Steam
1900 L.P.C.
Luedinghaus
1917 Lutz Steam
1906 Luverne
1925 Luxor
1904 Lyman
1903 Lyman-Burnham
1911 Lyon
1912 Lyons-Atlas
1914 Lyons-Knight

—M—

1906 Maccar
1903 Mackie-Thompson
1917 Macomber
Macon
1915 Madison
Malbomb
1915 Malcolm
1914 Malcolm-Jones
Malden Steam
1905 Malvern
1921 Manexail
1905 Manhattan

★ **Mercury 1939**

Production started on the first models in October, 1938, and 17,282 were completed that year. It had a 100 horse-power, V-8 engine mounted on a 116-inch wheelbase. Lowest delivered price was $930 for a four-door sedan. The 100,000th car was built Jan. 18, 1940, and the two millionth (since World War II) was sold in June, 1955.

1912 Manistee
1908 Maplebay
1909 Marathon
1903 Marble-Swift
Marelock
1904 Marion
1916 Marion-Handley
Mark Electric
1900 Marlboro Steam
1903 Marmon
1912 Marquette
1903 Marr
Marron
1905 Marsh
1920 Marshall
1931 Martin
1919 Martin-Wasp
1906 Marvel
1908 Maryland
Mascotte
1906 Mason
1898 Mason Steam
1901 Massachusetts
Massilon
Master
Mather
1903 Matheson
1907 Mathews
1906 Maumee
1907 Maxim-Goodridge
Electric
1910 Maxwell
1904 Maxwell-Briscoe
1899 Mayer
1925 Mayfair
1911 Maytag
1906 McCrea
1908 McCue
1899 McCullough
1922 McCurdy
1923 McDonald
1910 McFarlan
1922 McGill
1909 McIntyre
1900 McKay Steam
1912 Mead
1915 Mecca
1907 Med-Bow
1900 Media
1904 Meiselbach
Melbourne
1923 Mel Special
1908 Menard
Menges
1909 Mercer
Merchant
1904 Mercury
1928 Merit
1905 Merkel
1914 Merz
1901 Messerer
1922 Magic
Magnolia
1904 Mahoning
1916 Maibohm
Majestic
Metcar
1902 Meteor
1914 Metropol
1922 Metropolitan
1909 Metz
1909 Metzger
1903 Michigan
1909 Middleby
1905 Midgley
1908 Midland
Midwest
1908 Mier
1911 Mighty Michigan
1916 Milac
1915 Milburn Electric
1912 Miller
1876 Mills Steam
1900 Milwaukee Steam
1915 Minneapolis
1914 Mino
Misson
1903 Mitchell
Mitchell-Lewis
1899 Mobile Steam
1903 Model
1907 Modern
1911 Modoc
1900 Moers
Mogul
1903 Mohawk
1901 Mohler
1904 Moline
1913 Moline-Knight
1920 Moller
1906 Monarch
1901 Moncrief
1914 Mondex-Magic
1915 Monitor
1915 Monroe
1900 Moody
1905 Moon
1902 Moore
1906 Mora
More
Moreland
Morelock
1914 Morgan
1895 Morris & Salom
1922 Morris-London
Morriss
1904 Morse
1911 Motorette
1946 Motorette
1914 Mount Pleasant
1902 Mover
1903 Moyea
1911 Moyer
1915 M.P.M.
1895 Mueller-Benz
1922 Mulford
1913 Multiplex
1906 Muncie
1950 Munix
1900 Murdaugh
1916 Murray
1921 Murray-Mac Six
1948 Mustang
Mutual

—N—

1912 Nance
1917 Napoleon
1917 NASH*
1903 National
1900 National Electric
1920 National Sextet
1907 Neilson
New Parry
1926 New York
1903 Niagara
Nichols-Shepard
1902 Noble
1919 Noma
Norma

★ **Nash 1917**

C. W. Nash resigned GM presidency, founded Nash Motors Co., July 29, 1916. First car, 1917 six-cylinder; price $1,295-$1,985; production 9,516. First Nash advertisement, Aug. 25, 1917. Model "41" four-cylinder added, 1920. First Racine (Wis.) built car, 1924. First eight-cylinder, 1929; merged with Kelvinator, 1936; with Hudson in AMC, May, 1954.

1917 Nelson
1908 Neustadt-Perry
Newark
1899 New England
Steam
1916 New Era
New Erie
1901 New Home
1902 Northern
1921 Northway
1904 Northwestern
1901 Norton
1912 Norwalk
1917 Novara
1915 Nyberg

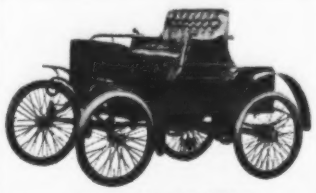
—O—

★ **Oldsmobile 1897**

Olds Motor Vehicle Co. incorporated in Lansing, Mich., Aug. 21, 1897. First car, 1897, was built by two employes; one car produced each year, 1898 and 1899; 425 built in 1900. Acquired by GM in 1908. First two-cylinder, 1906; first four, 1907; first six, 1908; self-starter, 1911; first eight, 1915; Hydra-Matic, 1939; first V-8 engine, 1949.

1907 Oakland
1898 Oakman
1915 Obertine
1911 Octoauto
1934 Offenhauser
1916 Ogren
1900 Ohio Electric
1911 Ohio Falls
1909 Ohio Gas
1907 Okay
1903 Okey
1917 Oldfield
1897 OLDSMOBILE*
1905 Oliver
1917 Olympian
1912 Omaha
1909 Only
1916 Oregon
1900 Orient
Orion
1904 Ormond
1911 Orson
1909 Otto
1903 Ottokar
1911 Ottomobile
1912 Overholt
1903 Overland
1899 Overman Steam
1914 O-We-Go
1910 Owen
1915 Owen-Magnetic
1915 Owen Shoeneck
1908 Owen Thomas
1905 Oxford

—P—



★ **Packard 1899**

First car—Model "A" two-passenger buggy—completed Nov. 6, 1899, by J. A. Packard, at Warren, O. Patented automatic spark advance, 1901. Became Packard Motor Co., 1902; moved to Detroit, 1903. First V-12, called Twin Six, introduced, 1914. Four wheel brakes, 1923. Clipper introduced, 1941.

1914 Pacific
1911 Pacific Special
1899 PACKARD*
Packers
1906 Page
1910 Page-Toledo
1900 Paige-Detroit
1906 Palmer
1905 Palmer-Moore
1907 Palmer-Singer
1918 Pan
1900 Phoenix
1911 Pickard
1918 Piedmont
Pierce
1901 Pierce Arrow
1899 Pierce Motorette
Pierce Racine
1905 Pierce Stanhope
Piggins
1916 Pilgrim
1916 Pilliod

★ **Plymouth 1928**

Plymouth Motor Corp. organized by Chrysler and produced first car, a four-cylinder, in 1928. Coupe list price, $655. More than 10,000 dealers gained by extending franchise to all Chrysler, Dodge and DeSoto dealers, 1930. Six-cylinder, 1932; one-millionth car, 1934; Evansville (Ind.) plant opened, 1935; commercial cars, 1937; first V-8 engine, 1955.

1902 Pan-American
1909 Panther
1906 Paragon
1922 Paramount
1920 Parenti
1911 Parry
1905 Parsons
1917 Partin
1913 Partin-Palmer
Pastoria
1911 Pathfinder
1920 Patriot-Revere
Polo
1908 Patterson
1901 Pawtucket
1907 Payne-Modern
Peabody
1900 Peerless
Peninsular
1911 Penn
1917 Penney
1907 Pennsylvania
Penn-Thirty
1901 People's
1906 Perfection
1912 Perfex
1903 Perry
Peru
1913 P.E.T.
1911 Pilot
1909 Pioneer
1901 Piscorski
Pitcher
1905 Pittsburgh
1898 Pittsburgh
Electric
1947 Playboy
1928 PLYMOUTH*
1910 Plymouth
1914 Pneumobile
1902 Pomeroy
1916 Pender
1906 Pontiac
1926 PONTIAC*
Pope
1897 Pope-Hartford
1902 Pope-Robinson
1901 Pope-Toledo
1904 Pope-Tribune
1903 Pope-Waverly
1917 Poppy
1919 Porter
1900 Porter-Steam
1922 Port Huron
1914 Portland
Poss
1907 Postal

★ **Pontiac 1926**

Pontiac Buggy Co., formed 1885, entered auto field with subsidiary Oakland Motor Co. as sideline. GM acquired Oakland in 1909. First Pontiac was 1926 six-cylinder, listed at $825-$895, as companion car to Oakland; production, 77,134. Dropped Oakland, brought out Pontiac V-8, 1932; changed to straight eight, 1933; Silver Streak introduced, 1934.

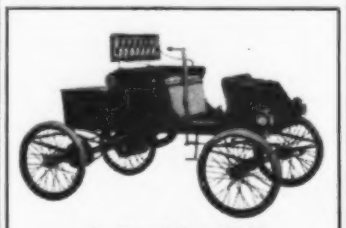
1914 Peter Pan
1921 Peters
1909 Petrel
1902 Phelps
1917 Phianna
1911 Phipps Electric
1909 Powercar
1920 Prado
1911 Pratt
1912 Pratt-Elkhart
Preferred
1903 Premier
1901 Prescott Steam
1922 Preston
1914 Pridemore
1906 Primo
Prince
1905 Princess
1923 Princeton
1921 Prodo
1920 Premocar
1902 Prospect
1947 Publix
1907 Pullman
1904 Pungs-Finch
1948 Pup
1902 Puritan (Steam)
Pyramid

—Q—

1902 Queen
1900 Quick
1904 Quinlan

—R—

1905 Rae Electric
1914 Railsbach
1904 Rainier
Raico
1920 Raleigh
1902 RAMBLER*
1905 Randall
1903 Randall Steam
1920 R. & L. Electric
1910 Randolph
R. & V. Knight
1907 Ranger
1903 Rapid
1907 Rassler
1905 Rauch & Lang
1911 Rayfield
1911 R.C.H.
1913 Read
1901 Reading Steam
Real
1902 Reber
1928 Red Bug
Red Jacket
Red Wing
Reed
1921 Rees
1908 Reeves
1922 Riess-Royal
1899 Rigs-That-Run
1898 Riker
1902 Riley & Cowley
1917 Riper
1914 Ritz
Riviera
1911 R-O
1911 Roader
1916 Roamer
Robe
1904 Roberts
1914 Robie
1900 Robinson
1912 Robson
Roche S-V
1901 Rochester Steam
1902 Rockaway
1946 Rocket
1920 Rock Falls
1931 Rockne
1908 Rockwell
1921 Rodgers
1909 Roebling
1911 Rogers
1901 Rogers & Hanford
1903 Rogers & Thatcher

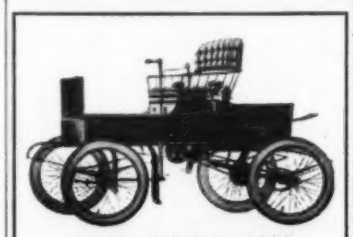


★ **Rambler 1902**

The first car was a one-cylinder runabout and 1,500 were built in the first year. It was a direct heir of the Rambler bicycles produced by Thomas B. Jeffery and introduced in 1893. In 1914 the name was dropped in favor of Jeffery. The new Rambler made its debut in March, 1950, as a convertible, followed by a station wagon model.

1908 Regal
1902 Regas
1903 Reid
1902 Reinertsen
1908 Reliable-Dayton
1903 Reliance
1923 Remal-Vincent
1901 Remington
1908 Reno
1904 Reo
1911 Republic
1918 Revere
1914 Rex
Reya
1908 Rhodes
1914 Richard
1922 Richelieu
1908 Richmond
1922 Rickenbacker
1909 Ricketts
1916 Riddle
1908 Rider-Lewis
1895 Rogers Petroleum
Carriage
1923 Rollin
1921 Rolls Royce
1909 Roman
1921 Romer
1929 Roosevelt
1899 Roper Steam
1905 Ross
1905 Ross Steam
1904 Rotary
Rovena
1904 Royal
1904 Royal-Tourist
1922 Rubay
Rugby
Ruler
1918 Rush
1902 Rushmobile
1903 Russell
Rutenberg
1929 Ruxton

—S—



★ **Studebaker 1902**

First car, 1902 open stick seat electric runabout; dollar sales, $4,083,000; list price, $950; employes, 2,500. It was direct descendant of first Studebaker wagon built in 1835. In 1904, began making gasoline engine cars; acquired Everett - Metzger - Flanders, 1910; Studebaker Corp. formed, 1911; first car made under the Studebaker nameplate in 1912.

1914 Saginaw
1909 St. Joe
1899 St. Louis
1896 Salisbury
1909 Salter
1914 Salvador
1904 Sampson
1913 S. & M.
1903 Sandusky
1902 Santos-Dumont
Savage
Sawyer
1914 Saxon
Saxon-Duplex
1917 Sayers
1907 Sayers & Scovill
1925 Scarab
1904 Schacht
Schlosser
1907 Schnader
1913 Schram
1901 Scott
1921 Scott Newcomb
1914 Scripps-Booth
1901 Seagrave
1900 Searchmont
1907 Sears
1909 Sebring
1923 Sekine
1908 Selden
1909 Sellers
Sellew-Royce
1906 Senator
1917 Seneca
1915 Serpentina
1921 Serrifile
Seven Little
Buffaloes
1920 Severin
1915 S. G. Gay
1910 S.G.V.
1917 Shad-Wyck
1902 Shain
1908 Shamut
1915 Sharon
1909 Sharp-Arrow
1905 Shaum
1914 Shaw
Shaw-Wick
1902 Shelby
1921 Sheridan
1907 Shoemaker
1911 Sibley
1912 Sibley-Curtis
1914 Sigma
1913 Signet
1912 Silent
1906 Silent Knight
Silver Knight
1920 Simms Light Four
1893 Simons Steam
1905 Simplex
1918 Simplex Crane
1907 Simplicity
1908 Simplo Runabout
1908 Sinclair-Scott
1916 Singer
1907 Single Center
1903 Sintz
1915 S.J.R.
1920 Skelton
1900 Skene
1913 S. & M.
1905 Smith
1901 Smith & Mabley
1921 S-N
Snyder
1908 Sommer
1905 Soules
1921 Southern Six
1907 Sovereign
1919 Spacke
Spartan
1900 Spaulding
1909 Special
1904 Speedway
1907 Speedwell
1921 Spencer
1921 Sperling
1914 Sphynx
1900 Spiller
1909 Spoerer
1904 Springer
1903 Springfield
1914 Sprite
1899 Squier
1917 S.S.E.
1911 Stafford
1905 Stammobile
Steam
1902 Standard
1914 Standard
Electrique
1900 Standard Steam
1912 Stanley
1896 Stanley Steamer
1901 Stanton Steam
1920 Stanwood
1904 Star
Starin
1918 States
1928 Static Super
1907 Staver
1901 Steamobile
1900 Stearns
1917 Stearns Knight
1898 Stearns Steam
1914 Steco
1907 Steel Swallow
1908 Steinhart-Jensen
Steinmetz
1916 Stephens
1900 Sterling
1922 Sterling Knight
1909 Sternberg
1917 Stetson
1902 Stevens-Duryea
1916 Stewart
1922 Stewart-Coats
1913 Stickney
Motorette
1908 Stilson
1911 Stoddard
1904 Stoddard Dayton
1911 Stoddard Knight
1902 Storch Steam
1915 Storms Electric
1900 Strathmore
1923 Stratton
Stratton Premier
1905 Streator
1901 Stringer Steam
1910 Strobel & Martin
1900 Strong & Rogers
1915 Strouse
1905 Studebaker-
Garford
1912 STUDEBAKER*
Summit
1898 Sturges Electric
1904 Sturtevant
1912 Stutz
1911 Stuyvesant
1912 Suburban
1906 Success
1908 Sultan
1915 Sun
1906 Sunset
1914 Superior
1922 Supreme
1904 Synnestvedt
Steam
1899 Syracuse Electric

—T—

1922 Tarkington
1901 Taunton Steam
1918 Templar
1910 Templeton-
Dubrie
1932 Terraplane
1915 Tex
1919 Texan
Texmobile
Thermat-Monohan
1902 Thomas
1907 Thomas-Detroit
1900 Thomson
1901 Torobred
1900 Thresher
1913 Tiffany
Tiffin
1914 Tiger
Tillie
1903 Tincher
1899 Tinkham
1935 Tjaarda
1903 Toledo
1900 Toledo Steam
Tonawanda
1905 Toquet
1902 Torbensen
1922 Totem
1912 Touraine
1903 Tourist
1948 Towne Shopper
1922 Trask-Detroit
Steam
1921 Traveler
1907 Trebert
Triangle
1913 Tribune
Trimo
1896 Tri-Moto
1900 Trinity Steam
1900 Triumph
1914 Trumbull
1900 Tucker
1947 Tucker
1917 Tulsa
Turner-Friche
1912 Twin City
1914 Twombly
1902 Twyford

—U—

Ultimate
1902 Union
1905 United
1908 Unito
1917 Universal
1907 University
Unwin
1902 Upton
1908 U. S.
1906 U. S. Long-Distance
Valey

—V—

1900 Van
1907 Vandergraft
1912 Van Dyke
1911 Van-L
1900 Van Wagoner
1905 Vaughan
1903 V.E.C. Electric
1900 Velie
1916 Vernon
1914 Vestal
1907 Victor Steam
1920 Victory
1908 Viking
1911 Virginian
1914 Vixen
1918 Vogue
1913 Vulcan

—W—

1915 Waco
1913 Wagenhals
1914 Wahl
Walden
1909 Waldron
1905 Walker Electric
1901 Walls
1906 Walter
1920 Waltham
1900 Waltham-Orient
1903 Walther
1905 Walworth
1914 Ward Electric
1919 Ward La France
1901 Ward Leonard
1905 Warren
1909 Warren-Detroit
1901 Warwick
1909 Washington
1929 Wasp
1901 Waterloo
Waterous
1910 Watt
1908 Waukesha
1904 Waverly Electric
1904 Wayne
1903 Welch
1910 Westcott
1909 Western
Westfield
1912 W.F.S.
1900 Whaley Henrietta
1921 Wharton
1926 Whippet
1900 White
1905 White Hickory
White Star
1901 White Steam
1905 Whiting
1903 Whitney Steam
1902 Wick
Wiedley-Entz
Magnetic
Wilco Six
1907 Wilcox
1902 Wildman
1905 Willard
1907 Williams Electric
1921 Wills Ste. Claire
1930 Willys
1940 Willys-American
1914 Willys-Knight
1903 Wilson
1925 Windsor
Windsor-White
1922 Wing
1920 Winther
1897 Winton
1899 Wisconsin
1921 Wizard
1907 Wolf
1904 Wolverine
1904 Wolverine-Detroit
1909 Wonder
1902 Woodroof
1918 Woods
1901 Woods Electric
1914 Woods Mobilette
Woodworth
1909 Worth

—Y—

1903 Yale
Yates
1905 York
1908 York-Pullman

—Z—

1902 Zent
1903 Zentmobile
1908 Zimmerman
1913 Zip
1908 Zust

Cadillac

Surpasses its Own Great Reputation!

The scene depicted above will be re-enacted thousands of times before the 1957 model year comes to a close.

And every time it is repeated, it will once again underscore the unduplicated satisfactions that come to the man who holds the Cadillac franchise.

First of all, he will enjoy the great personal pleasure of delivering a fine motor car to a fine citizen of his community. For the 1957 Cadillac is, in every way, the greatest "car of cars" ever produced—and the men and women who are taking delivery of this new Cadillac comprise the finest list of names to be found anywhere on the American scene.

Secondly, he will be adding still further to the loyalty of those who own and drive the "car of cars". For Cadillac owners—traditionally the most contented motorists on the American highways—are, in this newest "Standard of the World", finding still greater cause for devotion to the car of their choice.

And lastly, he will be exercising the finest opportunity for personal reward in the entire automotive industry. For this year, more than ever, the Cadillac franchise is one of the most valuable and fruitful in all motordom.

Indeed, every time this happy event takes place, it will bring into still sharper focus a great and challenging truth: that the man who sells the "car of cars" enjoys a business opportunity that is without parallel in the realm of automotive commerce.

CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION

How Dealers Fared in '56 On Expenses, Profits

EDITOR'S NOTE: *The following figures are taken from NADA's latest "Operating Averages for the Automobile Retailing Industry."*

Operating Profit Before Taxes, 1956-1955

	1956 Percent of Sales	1956 Per New Unit Retailed	1955 Percent of Sales	1955 Per New Unit Retailed
*VOLUME GROUP I				
GROSS PROFIT	14.7	$779	13.9	$681
Selling Expense	3.5	184	3.1	151
Operating Expense	10.4	554	9.3	457
TOTAL EXPENSE	13.9	738	12.4	608
OPERATING PROFIT	.8	41	1.5	73
VOLUME GROUP II				
GROSS PROFIT	14.8	$756	13.9	$658
Selling Expense	4.3	221	3.8	182
Operating Expense	9.8	499	8.3	392
TOTAL EXPENSE	14.1	720	12.1	574
OPERATING PROFIT	.7	36	1.8	84
VOLUME GROUP III				
GROSS PROFIT	13.9	$666	13.6	$600
Selling Expense	4.3	206	4.1	181
Operating Expense	8.7	418	7.4	324
TOTAL EXPENSE	13.0	624	11.5	505
OPERATING PROFIT	.9	42	2.1	95
VOLUME GROUP IV				
GROSS PROFIT	13.5	$497	13.4	$489
Selling Expense	4.2	153	4.3	158
Operating Expense	8.4	309	7.0	253
TOTAL EXPENSE	12.6	462	11.3	411
OPERATING PROFIT	.9	35	2.1	78
INDUSTRY AVERAGE				
GROSS PROFIT	14.5	$716	13.8	$637
Selling Expense	3.9	193	3.6	165
Operating Expense	9.8	484	8.5	392
TOTAL EXPENSE	13.7	677	12.1	557
OPERATING PROFIT	.8	39	1.7	80

*Volume groups are based on 1956 deliveries of new cars and trucks as follows: Group I, 1 to 149 units; Group II, 150 to 399 units; Group III, 400 to 749 units, and Group IV, 750 units and more.

New Cars and Trucks

Inventory Per Dealer

	Cars Dec. 31, 1956	Cars Dec. 31, 1955	Trucks (Per Truck Dealer) Dec. 31, 1956	Trucks (Per Truck Dealer) Dec. 31, 1955	Days' Supply Cars Dec. 31, 1956	Days' Supply Cars Dec. 31, 1955	Days' Supply Trucks Dec. 31, 1956	Days' Supply Trucks Dec. 31, 1955
Group I	6.7	8.5	3.3	2.3	37.4	39.4	*	65.6
Group II	16.7	21.2	3.3	5.8	29.0	34.8		50.5
Group III	33.8	38.5	14.4	10.6	27.3	27.8		47.6
Group IV	85.6	82.5	20.2	19.4	26.4	23.7		33.7
Industry Average	10.5	12.8	4.1	3.4	32.0	34.3		54.7

*"Days' Supply Trucks" is included in "Days' Supply Cars" for 1956.

Used Cars

	Selling Price Per Unit 1956	Selling Price Per Unit 1955	Ratio Used-Unit Sales to New 1956	Ratio Used-Unit Sales to New 1955	No. Days' Supply in Inventory Dec. 31, 1956	No. Days' Supply in Inventory Dec. 31, 1955
Group I	$716	$690	2.06	1.82	36.3	42.7
Group II	754	735	1.76	1.63	28.8	30.7
Group III	815	719	1.43	1.41	21.4	23.0
Group IV	688	631	1.02	1.14	18.4	19.9
Industry Average	738	700	1.73	1.62	30.8	34.8

	Average Cost Per Used Unit in Inventory Dec. 31, 1956	Average Cost Per Used Unit in Inventory Dec. 31, 1955	Pct. of Used Vehicles in Stock 30 Days or Longer Dec. 31, 1956	Pct. of Used Vehicles in Stock 30 Days or Longer Dec. 31, 1955
Group I	$671	$627	47.9	53.8
Group II	784	660	39.1	42.8
Group III	891	753	34.5	32.1
Group IV	796	716	27.6	29.1
Industry Average	726	647	43.5	47.8

Parts

(Accessories Not Included)

	Average Sales Per New Unit Sold 1956	Average Sales Per New Unit Sold 1955	Percentage of Gross Profit To Sales 1956	Percentage of Gross Profit To Sales 1955	Number Months' Supply in Inventory 1956	Number Months' Supply in Inventory 1955	Annual Turnover of Investment 1956	Annual Turnover of Investment 1955
Group I	$410	$332	31.0	30.5	5.9	6.7	2.0	1.8
Group II	332	251	31.5	31.3	4.7	5.3	2.6	2.3
Group III	297	222	30.1	30.0	4.1	4.7	2.9	2.6
Group IV	222	181	27.6	28.6	3.5	4.2	3.4	2.9
Industry Average	345	274	30.7	30.5	5.1	5.9	2.3	2.0

Customer Labor Sales

	Average Sales Per New Unit Sold 1956	Average Sales Per New Unit Sold 1955	Percentage of Gross Profit to Sales 1956	Percentage of Gross Profit to Sales 1955
Group I	$288	$233	39.7	39.2
Group II	246	187	43.7	42.5
Group III	205	166	47.2	47.0
Group IV	152	125	47.7	49.1
Industry Average	245	196	42.5	41.9

Total Service Sales

(Includes labor, parts and all other service and stockroom sales, except accessories with new vehicles)

	Average Sales Per New Unit Sold 1956	Average Sales Per New Unit Sold 1955	Percent of Gross Profit To Sales 1956	Percent of Gross Profit To Sales 1955	*Percentage of Service Absorption 1956	*Percentage of Service Absorption 1955
Group I	$963	$809	31.6	30.9	54.8	54.7
Group II	777	629	34.4	34.1	53.5	54.7
Group III	663	520	36.0	35.9	57.1	57.6
Group IV	479	409	36.0	36.9	55.9	59.6
Industry Average	799	665	33.3	32.8	54.9	55.5

*The percentage of operating (or fixed or semi-fixed) expense covered by gross profit from all service and parts operations. Officers' or owners' salaries included.

Percentage of Departmental Sales to Total Sales

	New Cars and Trucks 1956	New Cars and Trucks 1955	Used Cars and Trucks 1956	Used Cars and Trucks 1955	Total Service and Parts 1956	Total Service and Parts 1955	Miscellaneous Sales 1956	Miscellaneous Sales 1955
Group I	52.7	56.2	27.8	25.7	18.1	16.5	1.4	1.6
Group II	57.0	60.4	26.0	25.4	15.2	13.2	1.8	1.0
Group III	60.7	64.0	24.4	23.0	13.9	11.8	1.0	1.2
Group IV	66.9	68.9	19.1	19.8	13.0	11.2	1.0	.1
Industry Average	56.6	59.8	25.9	24.6	16.1	14.4	1.4	1.2

The Current Financial Position Of Automotive Companies

Car, Truck, Body and Trailer Manufacturers

COMPANY	TOTAL INVESTED CAPITAL (000 omitted)	NET SALES 1956 (000 omitted)	NET SALES 1955 (000 omitted)	NET PROFITS 1956 (000 omitted)	NET PROFITS 1955 (000 omitted)	
American Motors	$ 138,822	$ 408,408	$ 441,127	($ 19,746)	($ 6,956)	American Motors
Chrysler Corp.	833,672	2,676,334	3,470,526	19,953	100,063	Chrysler Corp.
Diamond T Motor Car	14,439	45,427	37,928	1,756	155	Diamond T Motor Car
Divco-Wayne	8,868	13,298	12,214	444	434	Divco-Wayne
Ford Motor Co.	2,109,531	4,646,966	5,594,022	236,596	436,991	Ford Motor Co.
Ford Motor of Canada	156,326	345,693	346,144	19,722	20,730	Ford Motor of Canada
Fruehauf Trailer	180,342	260,136	223,476	6,300	8,658	Fruehauf Trailer
Gar Wood Industries	17,413	41,042	29,910	1,006	(794)	Gar Wood Industries
General Motors	5,352,852	10,796,443	12,443,277	847,396	1,189,477	General Motors
Mack Trucks	104,086	254,244	194,317	12,104	7,816	Mack Trucks
Studebaker-Packard	N.A.	N.A.	482,186	(43,300)	(30,884)	Studebaker-Packard
Twin Coach	N.A.	N.A.	23,457	N.A.	85	Twin Coach
White Motor	85,964	207,412	179,944	7,188	6,061	White Motor

Tire and Rubber Manufacturers

Dayton Rubber	$ 33,800	$ 75,813	$ 69,150	$ 2,593	$ 2,321	Dayton Rubber
Firestone	544,590	1,115,180	1,114,870	60,539	55,379	Firestone
General Tire	158,824	390,472	295,731	10,860	9,705	General Tire
Goodrich	420,621	724,168	755,017	43,765	46,662	Goodrich
Goodyear	136,992	1,358,764	1,372,176	62,456	59,666	Goodyear
Lee Rubber	N.A.	N.A.	45,910	N.A.	1,750	Lee Rubber
Mansfield Tire & Rubber	19,437	61,558	74,556	1,377	1,768	Mansfield Tire & Rubber
Seiberling	17,530	46,634	45,987	1,051	1,127	Seiberling
U. S. Rubber	471,360	901,260	925,539	31,870	33,559	U. S. Rubber

Parts, Accessories and Miscellaneous Manufacturers

Abrasive & Metal Products	$ 4,996	$ 10,784	$ 9,995	$ 326,502	$ 282,790	Abrasive & Metal Products
Ainsworth Mfg.	7,756	22,319	31,852	(85,814)	493,290	Ainsworth Mfg.
Allen Electric	N.A.	N.A.	4,723	N.A.	252,896	Allen Electric
Allen Industries	14,054	40,598	49,655	1,412,178	1,881,693	Allen Industries
Allied Products	13,167	26,567	19,095	1,163,253	1,213,021	Allied Products
American Forging & Socket	2,814	725	739	158,271	154,369	American Forging & Socket
American Metal Products	N.A.	65,153	63,506	3,949,063	4,289,053	American Metal Products
Baldwin Rubber	8,693	N.A.	N.A.	983,265	734,790	Baldwin Rubber
Bendix Aviation	182,386	581,419	567,250	24,278,263	25,888,599	Bendix Aviation
Bohn Aluminum	24,747	51,591	57,496	958,866	2,217,290	Bohn Aluminum
Borg-Warner	313,601	598,696	552,192	35,841,952	41,075,784	Borg-Warner
Budd Co.	154,755	309,438	316,573	9,165,274	13,790,578	Budd Co.
Clevite Corp.	43,796	75,112	71,936	3,971,593	4,854,753	Clevite Corp.
Continental Motors	50,191	125,116	145,465	1,064,924	2,502,287	Continental Motors
Crampton Mfg.	N.A.	N.A.	14,606	N.A.	1,303	Crampton Mfg.
Dana Corp.	92,250	228,531	186,564	17,342,919	15,302,957	Dana Corp.
Decker Nut Mfg.	1,324	2,595	2,760	113,159	206,825	Decker Nut Mfg.
Detroit Aluminum & Brass	3,616	6,300	6,599	617,551	802,179	Detroit Aluminum & Brass
Detroit Gasket & Mfg.	11,493	39,510	52,370	279,615	2,062,940	Detroit Gasket & Mfg.
Detroit Harvester	14,055	47,423	35,947	1,599,681	582,700	Detroit Harvester
Detroit Stamping	2,361	5,259	5,009	723,322	569,567	Detroit Stamping
Douglas & Lomason	4,732	8,741	12,511	30,572	(612,627)	Douglas & Lomason
Eaton Manufacturing	83,413	227,197	218,116	12,980,828	13,285,496	Eaton Manufacturing
Electric Auto-Lite	135,590	231,588	296,007	2,345,887	10,102,060	Electric Auto-Lite
Federal Mogul-Bower Bearing	49,774	100,642	84,976	8,884,400	7,843,000	Federal Mogul-Bower Bearing
Federal Screw	6,542	N.A.	N.A.	508,874	635,708	Federal Screw
Fuller Mfg.	6,179	37,982	27,408	3,163,371	2,173,612	Fuller Mfg.
Gabriel Co.	6,756	19,210	15,296	378,203	262,923	Gabriel Co.
Hall Lamp	N.A.	N.A.	5,300	N.A.	(259,194)	Hall Lamp
Hastings Mfg.	N.A.	N.A.	N.A.	N.A.	509,538	Hastings Mfg.
Hayes Industries	6,059	21,008	20,409	646,393	1,043,236	Hayes Industries
Higbie Mfg.	3,158	5,713	5,549	342,963	358,283	Higbie Mfg.
Hoover Ball & Bearing	N.A.	N.A.	17,431	N.A.	827,696	Hoover Ball & Bearing
Houdaille Industries	46,611	75,424	84,576	3,055,503	2,753,754	Houdaille Industries
Hurd Lock	N.A.	N.A.	8,491	N.A.	160,064	Hurd Lock
International Harvester	861,285	1,252,079	1,165,785	49,618,709	55,501,272	International Harvester
Jacobs, F. L. Co.	6,977	24,213	29,092	(1,986,479)	(1,952,934)	Jacobs, F. L. Co.
Kelsey-Hayes Corp.	59,953	154,573	140,774	7,121,474	7,373,339	Kelsey-Hayes Corp.
Kent-Moore Organization	3,188	N.A.	N.A.	491,690	700,878	Kent-Moore Organization
King-Seeley Corp.	17,655	39,756	40,829	1,765,345	2,220,448	King-Seeley Corp.
Kingston Products	3,311	6,177	7,514	269,859	6,228	Kingston Products
Lakey Foundry	5,877	11,475	19,151	87,044	166,262	Lakey Foundry
Lansing Stamping	N.A.	N.A.	N.A.	N.A.	55,950	Lansing Stamping
McCord Corp.	14,415	42,864	37,630	1,743,669	1,534,037	McCord Corp.
McQuay-Norris Mfg.	12,977	27,541	35,092	979,425	1,040,308	McQuay-Norris Mfg.
Michigan Seamless Tube	3,590	11,989	9,010	1,040,002	477,897	Michigan Seamless Tube
Michigan Steel Tube Products	3,222	6,309	7,415	2,842,057	(74,022)	Michigan Steel Tube Products
Midland Steel Products	33,412	72,819	80,616	(476,211)	4,402,279	Midland Steel Products
Miller Mfg.	5,343	11,488	9,238	304,046	330,529	Miller Mfg.
Monroe Auto Equipment	6,062	13,804	12,253	186,746	62,193	Monroe Auto Equipment
Motor Products	23,694	76,020	83,476	1,805,209	(1,744,670)	Motor Products
Motor Wheel	32,032	61,457	78,596	1,439,404	2,990,353	Motor Wheel
Mt. Clemens Metal Products	4,406	9,726	10,096	281,329	278,843	Mt. Clemens Metal Products
Muskegon Motor Specialties	3,784	11,647	N.A.	391,356	247,561	Muskegon Motor Specialties
National Automotive Fibres	24,280	45,946	83,483	(1,821,001)	2,164,062	National Automotive Fibres
Parker Rust Proof	6,920	12,605	12,888	1,820,019	1,864,204	Parker Rust Proof
Ranco	13,406	25,362	23,048	2,212,800	2,346,140	Ranco
Rockwell Spring & Axle	106,616	249,521	271,934	11,909,674	17,310,485	Rockwell Spring & Axle
Ryerson & Haynes	3,021	6,835	7,545	254,020	355,780	Ryerson & Haynes
Shatterproof Glass	5,703	12,869	12,079	465,229	395,104	Shatterproof Glass
Sheller Mfg.	21,425	41,071	55,594	1,271,606	3,754,515	Sheller Mfg.
Soss Mfg.	2,644	5,037	5,324	4,539	299,480	Soss Mfg.
Standard Tube	4,784	12,284	6,951	661,439	185,176	Standard Tube
Stewart-Warner	46,995	121,265	113,811	6,632,399	6,163,217	Stewart-Warner
Stubnitz Green Spring	4,630	21,074	15,016	525,821	84,170	Stubnitz Green Spring
Thompson Products	110,975	306,508	286,229	13,012,605	11,340,792	Thompson Products
Udylite Corp.	15,147	64,424	54,302	1,956,356	1,790,246	Udylite Corp.
United Industrial Mfg.	10,535	17,903	15,653	903,253	65,897	United Industrial Mfg.
United Specialties	5,271	11,683	12,220	3,153	50,435	United Specialties
Woodall Industries	9,915	27,152	29,888	810,038	1,101,611	Woodall Industries
Young Spring & Wire, L. A.	24,088	46,476	44,860	1,390,502	170,878	Young Spring & Wire, L. A.

N.A.—Not Available.
( )—Loss.

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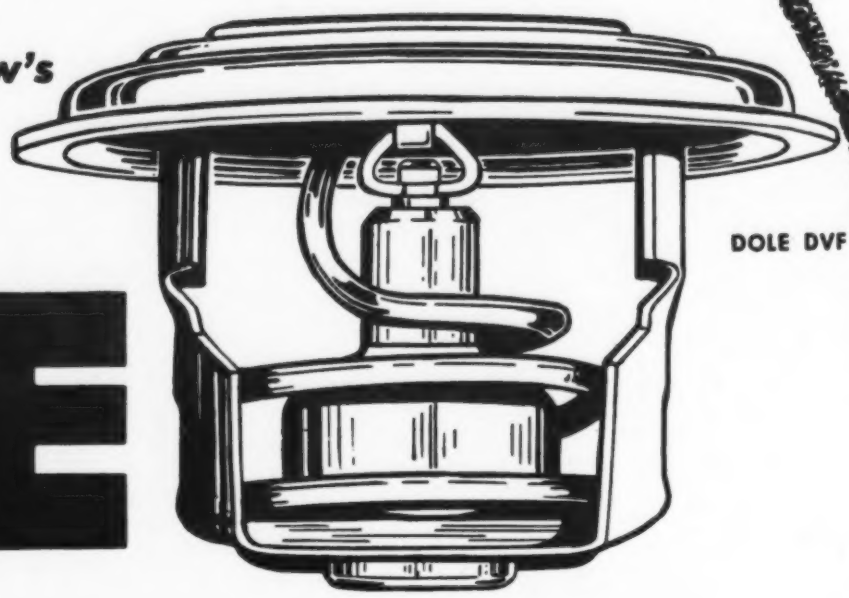

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1956 CAR MAKERS' CHRONOLOGY

Buick

VITAL STATISTICS: Production, 535,364. Models, 19, ranging from Special two-door sedan, $2,357, to Roadmaster convertible, $3,704. Factories, main plant, Flint; assembly plants in Arlington, Tex.; Atlanta; Framingham, Mass.; Kansas City; Linden, N. J.; Los Angeles; Wilmington, Del. Employes, 25,624. Registrations, 529,371.

MILESTONES: Buick production tops 500,000 cars for third successive year to solidify hold on third place. Produces nine-millionth car in November, 19 months after eighth-million and builds 300,000th four-door hard-top and millionth power steering unit.

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Cadillac

VITAL STATISTICS: Production, 140,873. Models, 10 ranging from "62" coupe, $4,275.38, to "75" eight-passenger limousine, $7,019.71. Factories, main plant, Detroit. Employes, 10,600. Registrations, 132,952.

MILESTONES: Cadillac introduces tubular-center X-frame for first time on a U. S. automobile. Cadillac's percentage of car sales market reaches 47 percent, all-time high. Eldorado Brougham introduces air suspension for first time on U. S. passenger car. Produces one-millionth postwar Cadillac. Production highs: Weekly, 4,337, week of Dec. 10; daily, 796, Dec. 28; monthly, 16,008, December.

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Chevrolet

VITAL STATISTICS: Production, 1,621,005 cars; 353,507 trucks. Models, 20, ranging from One-Fifty utility sedan, $1,706.32, to Corvette V-8, $3,176.32. Factories, main plant, Flint; assembly plants, Atlanta; Baltimore, Bloomfield, N. J.; Janesville, Wis.; Kansas City; Los Angeles; Norwood, O.; Oakland, Calif.; St. Louis; Tarrytown, N. Y.; Ypsilanti, Mich. Employes, 94,190. Registrations, 1,565,399 cars; 302,145 trucks.

MILESTONES: May 7, the 35 millionth vehicle rolls at Janesville, Wis., June 15, one millionth vehicle of 1956. July 18, Flint engine plant produces millionth V-8. Chevrolet-Norwood builds three millionth unit.

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Chrysler

VITAL STATISTICS: Production, 107,486. Models, 18, ranging from Chrysler Windsor four-door sedan, $2,606, to Crown Imperial limousine, $7,117. Factories, main plant, Detroit; assembly plant, los Angeles. Employes, 13,000. Registrations, 117,313.

MILESTONES: Chrysler introduces three-speed automatic transmission. Imperial wins Mobilgas Economy Run sweepstakes. Chrysler 300-B, with 340 horsepower, wins NASCAR Grand National Stock Car championship. Employs torsion bar front suspension, curved side glass for first time. Reduces car heights up to five inches. Introduces new gateline assembly technique.

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DeSoto

VITAL STATISTICS: Production, 104,090. Models, 13, ranging from Firedome two-door sedan, $2,632.75, to Golden Adventurer two-door hardtop, $3,683. Factories, two plants, Detroit; assembly plant, Los Angeles. Employes, 3,200. Registrations, 100,766.

MILESTONES: Introduces Golden Adventurer, 320-horsepower sports hardtop. DeSoto furnishes pace car at Indianapolis "500" and Adventurer paces 34th annual Pike's Peak auto hill climb. DeSoto starts Master Salesman's Club.

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Dodge

VITAL STATISTICS: Production, 205,727 cars, 91,503 trucks. Models, 21, ranging from Coronet two-door sedan, $2,155.60, to four-door, eight-passenger Custom Sierra, $2,934.50. Factories, main plant, Detroit; assembly plant, Los Angeles. Employes, 27,121. Registrations, 220,208 cars; 57,651 trucks.

MILESTONES: First maker to introduce push-button driving control on trucks. Boosts average horsepower 18 percent on trucks, reaches 65,000-pound GVW, a new high. Dodge car sets "flying mile" (130 m.p.h.) and "standing mile" (81 m.p.h.) records in its class in introducing D-500 at NASCAR.

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Ford

VITAL STATISTICS: Production 1,373,542 cars; 297,308 trucks. Models, 22, ranging from Custom business sedan, $1,679, to Thunderbird hardtop convertible, $3,088. Factories, main plant, Dearborn; assembly plants, Atlanta; Buffalo; Chester, Pa.; Chicago; Dallas; Kansas City; Long Beach, Calif.; Louisville; Mahwah, N. J.; Memphis; Norfolk, Va.; San Jose, Calif.; Summerville, Mass.; St. Paul; truck, Detroit. Employes, 51,615. Registrations, 1,375,343 cars; 263,753 trucks.

MILESTONES: Ford sets new performance records at Daytona Beach, Indianapolis and Bonneville.

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Hudson

VITAL STATISTICS: Production, 7,812. Models, four, ranging from Hornet Super four-door sedan, $2,750, to Hornet Custom Hollywood two-door hardtop, $3,030. Factories, assembly plant, Kenosha, Wis., body plant, Milwaukee. Employes, 22,247 (American Motors total). Registrations, 13,109.

MILESTONES: While other makers raised prices, Hudson drops from $236 to $378 per model. New 1957 cars feature new V-8 engine, rated at 255 horsepower, with hidden dual exhausts as standard equipment.

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Lincoln

VITAL STATISTICS: Production, 47,670 Lincolns; 1,325 Continentals. Models, seven, ranging from Capri two-door hardtop, $4,649, to Continental two-door hardtop, $9,966. Factories, main plant, Wayne, Mich. Registrations, 42,598 Lincolns; 1,564 Continentals.

MILESTONES: 1957 Lincoln debuts Oct. 16, first with Quadra-Lites. A 13-city district sales organization starts in August. Best sales and production year in Lincoln history. Continental merges with Lincoln division. Awards contracts for Lincoln's new general office building and manufacturing plant.

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Mercury

VITAL STATISTICS: Production, 246,629. Models, 20, ranging from Medalist two-door sedan, $2,048 to Montclair convertible, $2,648. Factories, main plant, Wayne, Mich.; assembly plants, Metuchen, N. J.; St. Louis, Los Angeles, station wagon plant, Wayne, Mich. Employes, 18,000. Registrations, 274,603.

MILESTONES: Mercury shows XM Turnpike Cruiser at auto shows in January. Car tours nation in glass-sided show van. Dec. 5, specially designed Turnpike Cruiser series arrive in two-door and four-door hardtop models. Station wagon plant at Wayne, Mich., starts in December.

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Nash

VITAL STATISTICS: Production, 17,842. Models, four, ranging from Ambassador Super four-door sedan, $2,750, to Ambassador Custom Country Club two-door hardtop, $3,030. Factories, assembly plant, Kenosha, Wis., body plant, Milwaukee. Employes, 22,247 (American Motors total). Registrations, 31,129.

MILESTONES: Counter to industry trend, Nash reduces prices from $236 to $378. Nash Ambassador first automobile to feature dual-headlights as standard equipment. New models offer new V-8 engine, 255 horsepower, and dual hidden exhausts as standard equipment.

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Oldsmobile

VITAL STATISTICS: Production, 432,904. Models, 17, ranging from Series 88 two-door sedan, $2,478.47, to Series 98 convertible, $3,838.05. Factories, main plant, Lansing, assembly plants, Arlington, Tex.; Atlanta; Framingham, Mass.; Kansas City; Linden, N. J.; Los Angeles; Wilmington, Del. Employes, 13,087. Registrations, 437,896.

MILESTONES: Domestic retail sales of new cars brings second largest year in Oldsmobile history. Expansion of 50 percent productive capacity nears completion. Fiesta hardtop station wagon, first wagon since 1950, joins 1957 line.

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Packard-Clipper

VITAL STATISTICS: Production, 13,432. Models, 11, ranging from Clipper deluxe four-door sedan, $2,731, to Packard Caribbean convertible, $5,995. Factories, main plant, Detroit (production moves to South Bend, Dec. 19, 1956). Employes, 7,500. Registrations 28,396.

MILESTONES: Following Studebaker-Packard agreement with Curtiss-Wright Corp., production moves to South Bend. First Packard Clipper rolls off line Dec. 19. Packard reinstates four-door station wagon, first since 1950. Cars feature supercharger, non-slip differential and variable rate coil springing.

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Plymouth

VITAL STATISTICS: Production, 452,958. Models, 30, ranging from Plaza six business coupe, $1,759.25, to Fury, V-8, two-door sports coupe, $2,841. Factories, main plant, Detroit; assembly plants, Los Angeles and Evansville, Ind. Employes, 13,500. Registrations, 483,756.

MILESTONES: "Fury" model sets new records at Daytona Beach. Completes service and engineering building in Detroit. Plymouth adds Special Taxicab series to line.

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Pontiac

VITAL STATISTICS: Production, 332,268. Models, 15, ranging from Chieftain 860, two-door sedan, $2,236 to Safari two-door station wagon, $3,124. Factories, main plant, Pontiac; assembly plants, Arlington, Tex.; Atlanta; Framingham, Mass.; Kansas City; Linden, N. J.; Los Angeles; Wilmington, Del. Employes, 15,100. Registrations, 358,668.

MILESTONES: 1956 was third best for sales and production. Pontiac produces its six millionth car in August. Introduces "Club de Mer" dream car at Motorama.

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Rambler

VITAL STATISTICS: Production, 79,166. Models, 12, ranging from Rambler "6" Deluxe sedan, $1,920, to Rambler V-8 Custom Cross Country hardtop station wagon, $2,657. Factories, assembly plant, Kenosha, Wis., body plant, Milwaukee. Employes, 22,247 (American Motors total). Registrations, 70,867.

MILESTONES: Offers V-8 series for the first time, plus Rambler Rebel, first car with electronic fuel injection. Horsepower rating reaches 288 with fuel injection and 255 with standard four-barrel carburetor. Station wagon establishes cross-country economy record of penny a mile for fuel; averages 32.09 miles per gallon.

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Studebaker

VITAL STATISTICS: Production, 82,402 cars; 14,693 trucks. Models, 16, ranging from Champion two-door sedanette, $1,841, to Golden Hawk, $3,057. Factories, main plant, South Bend; assembly plant, Los Angeles. Employes, 9,000. Registrations, 76,402 cars; 8,708 trucks.

MILESTONES: Aug. 6, company signs management advisory agreement with Curtiss-Wright Corp., elects Harold E. Churchill Studebaker-Packard president. Embarks on cost-reduction program. S-P schedules 25 percent production of Golden Hawk, introduces four-door station wagons in 1957 and brings non-slip differential to low price field for first time. Trucks move up to 19,000-pound GVW.

As Production and Sales Dip . . .

1956—A Year of Readjustment

(Continued from Page 7)

January

Harlow H. Curtice, president, General Motors Corp., sees 7,060,000 passenger car production for 1956; George Romney, president, American Motors Corp., predicts 6,800,000 . . . Auto purchasing agents expect a materials shortage . . . Teamsters Union wins five out of six dealership elections in Detroit.

Studebaker launches used-car merchandising push . . . NADA revives truck clinic at convention . . . Chrysler, American Motors, Studebaker-Packard hike shares of market . . . Production falls below 1955 levels . . . Dream cars dot Chicago show . . . Used-car stocks soar . . . Willys introduces Jeep in delivery field . . . DeSoto, Dodge, Plymouth give bonuses to dealers on 1956s . . . Wheel-and-deal auto ads flourish . . . Six auto shows open . . . New-car stocks rise to 807,000.

SAE envisions "two-car" family package deals . . . Corvette offers solid top model . . . DeSoto wins nod as "500" pace car at Indianapolis . . . Dealers report effects of tighter credit . . . Mechanic shortage draws warning of "do-or-die" crisis ahead . . . Florida independent dealers lash "fly-by-nights" . . . Senator Monroney rips phantom freight.

Ford Motor Co. stock goes on sale; dealers, public eager to buy . . . GM's Curtice assails credit reins . . . Federal Trade Commission charges oil-tire pacts restrict competition . . . Chicago show sets attendance record of 490,500; Minneapolis draws 138,108 . . . GM announces $1 billion expansion . . . Hopes rise for early dealer relief in Monroney hearings.

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February

NADA members in convention reaffirm determination to fight to a finish for relief in factory-dealer relations . . . Big Three takes steps to give dealers more security . . . Auto production increases . . . Demand spurts for used cars . . . Ford cuts freight tab in three states . . . Congress gets bid for $25 billion for roads.

Exhibitors busy at NADA show, report spirited buying . . . Senator O'Mahoney sets a new franchise as his target . . . Truck dealers win larger voice in NADA . . . Heavy trucks offer automatic transmissions . . . GM revamps dealer franchise . . . Car production drops . . . Factory pressure eases . . .

Buying trims used-car stocks . . . Ford's "Car E" expands sales personnel . . . New-car stocks spiral to 856,665 . . . Dealers applaud GM franchise changes . . . Rhode Island cracks down on false ads . . . Rambler reports sales increase . . . NADA still seeks laws despite maker offers . . . GM reports $1 billion profit in 1955; Ford earns $437 million . . . Chrysler net $100 million . . .

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March

GM's Curtice unveils new dealer franchise in nationwide closed telecast . . . Chrysler's Colbert and S-P's Nance tell Senate hearing that dealer-factory reforms are coming . . . Used-car market rollicks at hint of spring . . . Big Three makers join in freight cutting . . . Studebaker unveils assistance to dealers . . . "Revolution" rewrites body styles, with hardtops and station wagons winning in popularity.

Congressmen lean to support of dealers . . . Car production rises . . . GM creates dealer relations department, headed by Ivan L. Wiles as executive vice-president . . . Massachusetts dealers ask legislature for laws to control manufacturers . . . Auto credit rises . . . Used-car stocks climb again . . . Ford tells Monroney hearing that it seeks an improved franchise . . . New-car stocks rise to 900,000.

U. S. Justice department official seeks GM splitup as way to block auto monopoly . . . Plymouth reports station wagons account for 15 percent of sales . . . Chevrolet pares Detroit quota to curb bootlegging . . . Unionizing pace rises in dealerships . . . Dealers say credit is tight; finance men say it is sound and healthy . . .

NADA's Bell expresses disappointment at Ford's statement before Monroney hearing . . . Some dealers refuse to drop price ads . . . American Motors starts production of new V-8.

* * *

April

Auto makers announce revival of national auto show to be held in December in New York's new Coliseum . . . Auto production drops 28 percent below 1955 first quarter . . . Rubber industry eyes expansion . . . Dealer Mel Alsbury jr. wins Mobilgas Economy Run in a 1956 Imperial . . . NADA launches "spring auto fashion" festival to spur sales . . . Chrysler unveils Torqueflite transmission . . . Low-priced German Lloyd invades U. S. market . . . Kaiser Motors reports $5 million net in 1955.

Output reaches highest pace in two months . . . V-8s win credit for sales assist . . . GM's Alfred P. Sloan and Goodyear's Paul W. Litchfield step down . . . Albert Bradley named GM chairman of the board . . . Chevrolet sets pace for first quarter production . . . American Motors announces new Metropolitan . . . Ford again cuts freight rates . . . Dodge revises truck shipping charges . . . Arkansas dealer-maker license law dies; court calls it "class legislation" . . . S-P pledges "uphill fight" . . . New-car stocks dip for first time in six months . . . NADA's Fribley asks GM competitors: "Where are franchise reforms?"

Ford announces "Car E" will be in medium-price field . . . April production drops slightly below March . . . Sales ring up two million cars in four months . . . Car production dips to 131,000 for week . . . Auto men rap new credit pinch . . . Ford offers five-year sales contract to dealers . . . Stockholders air S-P problems at meeting . . . GM earns $283 in first quarter . . . Buyers choose automatic transmissions on 75 percent of cars . . .

NADA opens series of dealer workshops in New York . . . Spring blitz appears on schedule . . . ATA announces rise in freight tonnage . . . O'Mahoney committee staff declares that dealers need equity law . . . Used-car prices climb, market at five-year high . . . Safety check sets new mark . . . Ford first quarter earnings $73 million, down 28 percent.

* * *

May

Car production drops to 116,000 in week . . . GM calls Senate report "emotional, undocumented" . . . L. L. Colbert gets Chrysler Corp. chief executive post . . . Prices head higher . . . Auto credit tops $14.5 billion . . . American Motors reports $827,555 loss for first half of fiscal year . . . NADA tightens advertising standards . . . NADA's Fribley lashes at unfair competition . . . Smaller auto makers win higher 1956 sales shares . . . S-P reports first quarter loss of $14 million.

Car stocks rise to 902,270 . . . Production drops to 111,230 . . . Federal Reserve Board raises discount rate for fifth time in year to tighten credit . . . Used-car stocks rise above a 30-day supply . . . Dealers cool to rumors of price rises on 1957s . . . Minnesota warns dealers on sales and ad practices.

New-car sales fail to make spring rise in Atlanta . . . Dealer net profit drops below one percent of gross sales . . . GM's Curtice blasts "tight credit" policy . . . 1955 car scrappage nears four million . . . Federal Reserve Board quizzes dealers in study of consumer credit . . . Defense Department discusses defense contracts to aid Studebaker-Packard . . . Better Business Bureaus report rise of "chain bird dog" scheme in Los Angeles . . . Senator A. S. Mike Monroney, Oklahoma Democrat, introduces bill to give "ground rules" for relations between auto makers and dealers . . . Indiana Automobile Dealers Assn. reports that it costs $39.83 to keep a car in stock a month.

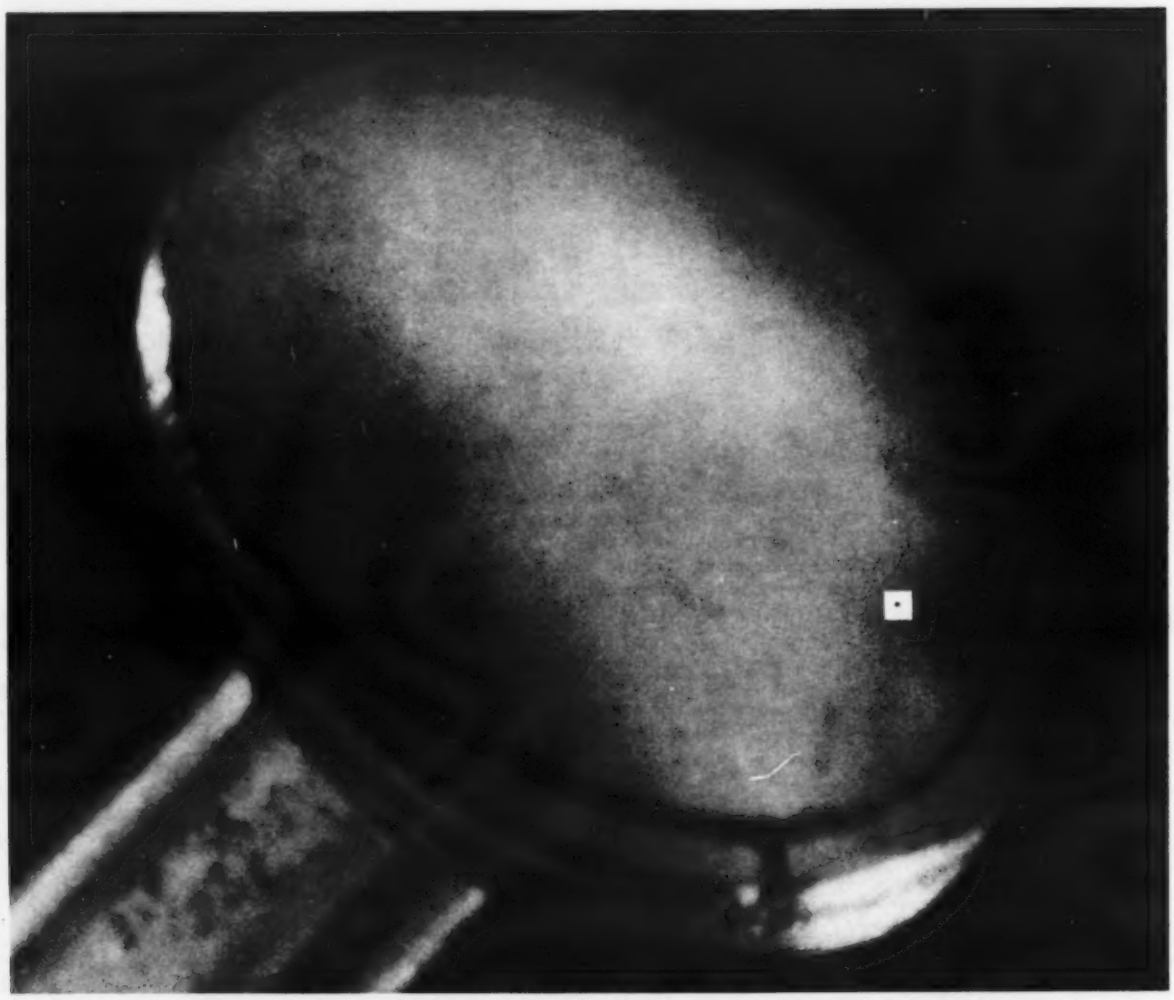
* * *

June

Salesman says "salesmen's pay is weak link in the industry" . . . NADA girds for allout support of "ground rule" and "day in court" bills . . . Exports take greater portion of total market . . . Illinois attorneys blast "fake registrations" . . . Toronto dealers pledge cleanup of advertising . . . Truck registrations for first quarter give promise of record year, 19.29 percent edge over 1955.

GM opens drive on bootlegging . . . NADA's Fribley calls possibility of price increases on 1957s "gravest threat" facing auto industry . . . Installment credit rises $141 million in April . . . Goodyear introduces "tire with built-in spare" . . . used-car stocks drop, but remain above 30-day level . . . Studebaker's Harold E. Churchill predicts that 12 million used cars will be sold in 1956 . . . Federal Trade Commission and auto

(Continued on Page 104)



Head of a common pin, enlarged 100 times. The black speck within the white square is approximately 1000 microns.

Micron on a pinhead!

It takes twenty microns to be visible to the naked eye. There are twenty-five of them in each white blood cell in your veins.

But a micron is too *large* for measurement in some of the filtration Purolator is doing today.

It's a fact. Some of our filters have to remove particles that are sub-micronic in size. That's how far we've come in keeping pace with today's demand for better performance and longer life in industrial equipment and consumer goods. As a result, precision fits, closer running clearances, smoother surface finishes and far more effective quality control are the rule . . . and this trend is continuing. That's why it is important that the potential savings be clearly understood by the people responsible for important decisions in this field.

Application of our engineering skill to the widest diversity of filtration problems for more than three decades has provided us with a unique experience. Whatever filtration problem industry runs into . . . chances are we've already solved it.

PUROLATOR

PRODUCTS, INC.

Rahway, New Jersey and Toronto, Ontario, Canada

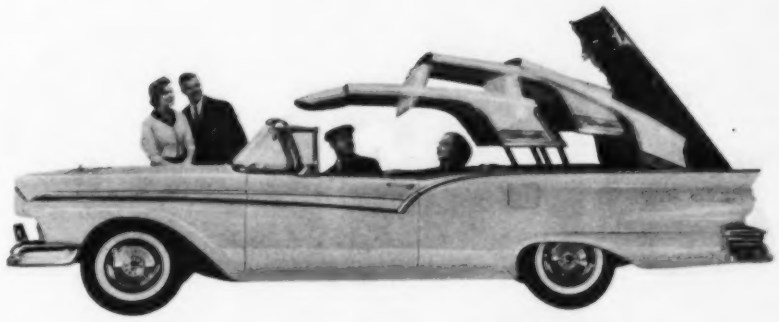
ANOTHER FORD FIRST... the SKYLINER

...world's only Hide-Away hardtop!

Ford's first again . . . with the car many automobile men thought impossible to mass produce . . . and Ford Dealers have as their exclusive possession the world's most exciting new car!

The American public has long dreamed of such a car. Many of them looked to Ford to provide it, for Ford is the proud possessor of a long list of automotive firsts. Pioneer of mass production . . . first to introduce the V-8 engine in the low-price field . . . originator of the classic Thunderbird . . . Ford now brings its Dealers and the public the car for which they have longed.

The Skyliner is an excellent example of Ford's engineering leadership . . . for it was Ford's intensive and exhaustive program of research, development and testing that produced this wonder car. The same mastery of technical problems also produced every part of every model in the '57 Ford line . . . adding emphasis to the fact that *Ford goes first!*



A touch of the finger on the magic button and this snug hardtop *(above)* is almost instantly transformed into the carefree and glamorous convertible shown below.

The Newest New Kind of FORD is another reason why it's GREAT to be a FORD Dealer!

As Production and Sales Dip . . .

1956—A Year of Readjustment

(Continued from Page 102)

makers oppose Monroney "ground rules" bill.

GM issues 1956 Direct Dealer Selling Agreements . . . Alabama dealers wage war on undesireable ad and sales practices . . . NADA directors urge Congress to pass Monroney and O'Mahoney bills . . . James J. Nance reelected president of Automobile Manufacturers Assn. . . . New-car sales holding at May pace . . . "Day in Court" bill passes Senate 75-1.

• • •

July

Campaign for O'Mahoney bill steps up as hope fades for Monroney "ground rules" legislation . . . New-car sales pass three million at halfway post of 1956 . . . Packard ends production of 1956 models . . . Dealers, BBB draw up ad code in Detroit . . . Truck registrations for four months of 1956 total 291,509, still ahead of 1955 . . . Dealers and newspapers join in Iowa to fight shady ad practices . . .

Production totals 3,191,706 for first half of 1956 . . . Used-car sales slip after being strong all year . . . U. S. sues GM, trying to split off GMC, charges bus monopoly . . . Steel strike fails to hamper auto production . . . Highway death toll for May breaks record . . . "Chain bird dog" auto sales scheme shows up in Cincinnati . . . Ford Motor Co. spells out responsibilities and procedures of Dealer Policy Board.

Auto credit rises $170 million in May . . . Dealers extend employment of women sales personnel in various cities . . . Chrysler Corp. opens training center . . . Station wagon sales high in the west . . . GM earnings reach $503 million, 23 percent below 1955's first half . . . Lincoln and Continental divisions of Ford Motor Co. merge . . . Method for extending the rating of gasolines to 100-plus octanes wins approval of American Society for Testing Materials.

• • •

August

Factories enter changeover period and production drops . . . Chrysler's "Norseman," an idea car, sinks in Andrea Doria mishap at sea . . . Safety check finds that one in five cars need service . . . Ford Motor Co. earnings dip 43 percent for first half to $131 million . . . Truck registrations rise 10 percent over 1955 in first half to 376,506 . . . Intercity truck tonnage for first quarter sets record of more than 73 million tons . . . Chrysler Corp.'s net profit drops to $18,671,471 for first half . . . Orderly cleanup progresses as new-car stocks drop to 604,000.

President Eisenhower "reluctantly" signs "day-in-court" measure into law . . . Chrysler loses in share of market during first half as Ford and GM gain . . . Used-car stocks sink to less than 30-day supply . . . American Motors announces development of V-4, air-cooled engine . . . Colorado laws governing factory-dealer relations fail to win court approval . . . Curtiss-Wright Corp. and Studebaker-Packard sign agreement; Harold E. Churchill takes S-P reins as James J. Nance resigns.

Production and sales run neck-in-neck, with four millionth milestones falling just a day apart . . . AMA names permanent committee to stage National Auto Shows . . . Federal Reserve Board applies new "pinch" on credit by upping discount rate . . . Car stocks drop as sales hold up in cleanup . . . Production hits 22-month low of 69,563 during changeover . . . House of Representatives safety committee visits factories of Big Three.

• • •

September

Dealer profits edge up but still are too low, reports NADA . . . Safety probers hint Federal controls to ensure safe cars . . . Used-car sales strength aids cleanup by allowing dealers to concentrate on new cars . . . S-P reports loss of more than $35 million in first half of 1956 . . . Tax collections of state governments top $13 billion . . .

Truck registrations drop in June, first month to fall behind 1955's pace . . . Ford shows sales gains in July as GM drops below 50 percent of market.

NADA's Fribley urges makers to hold prices on 1957 models . . . Auto credit rises $213 million in July . . . International raises truck prices . . . Dealer previews of 1957 models start . . . S-P's Churchill says his firm aims at being out of the red by the end of 1957 . . . Ford joins Automobile Manufacturers Assn. as George Romney, president, American Motors, replaces James J. Nance as AMA president . . .

Stocks drop to 497,000 new cars as cleanup rolls on in buoyant market . . . Mack Trucks acquires C. D. Beck & Co., Sydney (O.) bus maker . . . Ford division announces price boosts on 1957 models . . . Oldsmobile and Pontiac continue production as all other makers close down for changeover.

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October

Used-car sales hum as Ford, first of the 1957s, announces its new line . . . Car production begins climb . . . American Motors announces new dealer franchise . . . Chevrolet unveils fuel injection . . . NADA's Fribley prods Ford and Chrysler on franchises.

Benson Ford urges dealers to prepare for 60 percent boost in business . . . Production continues to rise as pace of 1957 model year run steps up . . . U. S. estimates that 65 million vehicles are in use . . . Safety prober proposes U. S. proving grounds.

Lincoln's 1957s shown to the public in dealer showrooms . . . Output reaches 100,000 cars for week . . . Used-car stocks decline again . . . Chevrolet trucks offer three new engines . . . Chevrolet, Dodge, Hudson, Rambler and Imperial 1957s debut . . . Chevrolet and Lincoln raise prices . . . New-car sales near five million . . . New Jersey dealers voice opposition to credit controls.

• • •

November

Buick and Studebaker dealers show 1957 models . . . Plymouth raises prices . . . Average new-car price up 7.3 percent for all makes . . . Production heads upward . . . New models bring sales boom . . . Chevrolet, Dodge, GMC and Studebaker bring out new trucks . . . Cadillac, Oldsmobile and Pontiac present 1957 versions to the public . . . Ford, Chevrolet, Mercury, Dodge, Chrysler and Lincoln raise shares of the market.

Ford introduces new Ranchero pickup . . . Finance men hopeful of ample auto funds . . . NADA's Fred Sutter calls for harmony, but warns factories . . . Edsel is the word for Ford's "Car E" . . . Dealer stocks drop as demand grows . . . Dealer profit up sharply in buyer rush for 1957s.

Price cycle complete, with Mercury's boosts; average car price up 7.17 percent . . . Gas rationing rumors whirl around Washington . . . Canadian dealers clean out to bare walls . . . Mercury moves to old Ford administration building in Dearborn . . . Canadian American Motors drops prices on Nash and Hudson.

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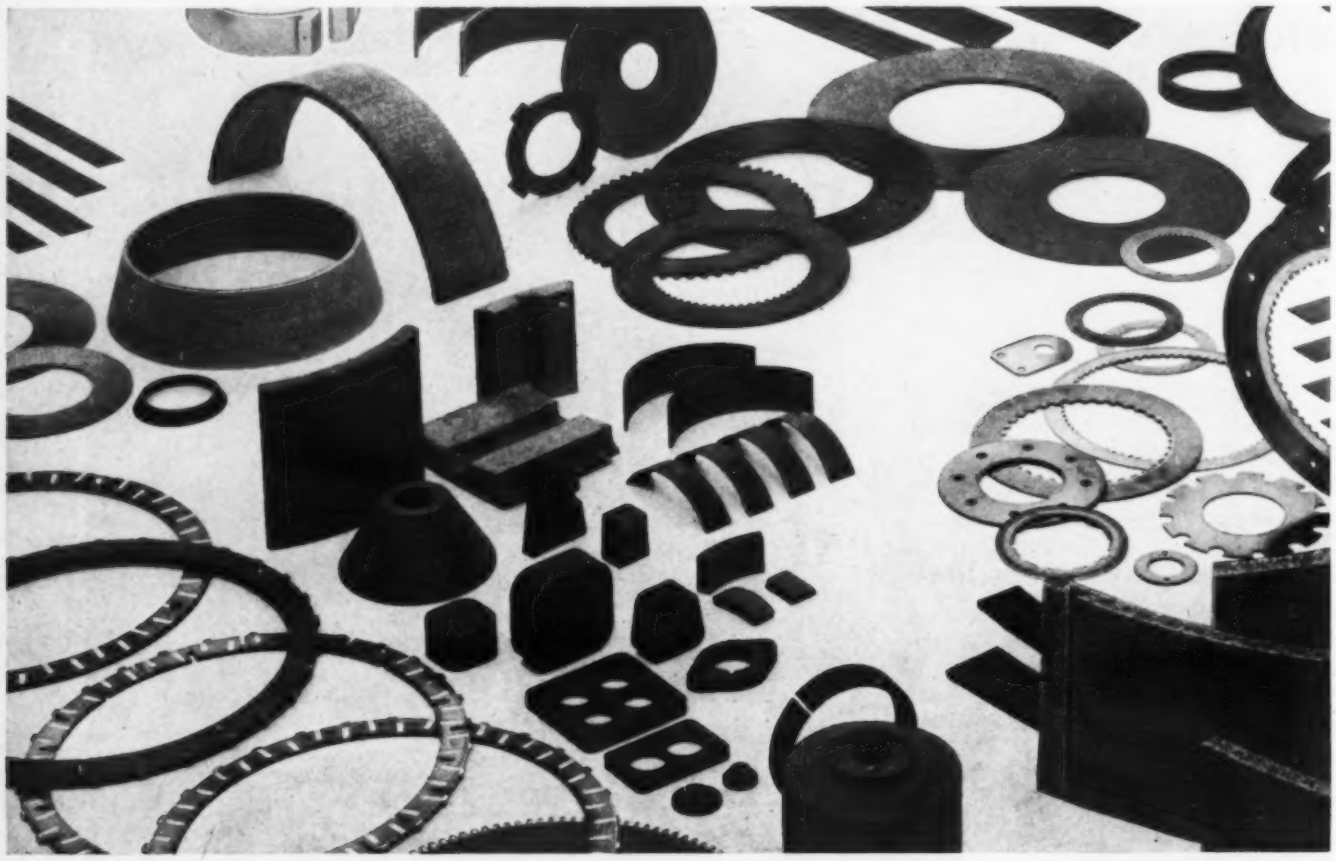
December

Dealer ad charges assumed by GM; prices go up $28 to $91 per car . . . National Auto Shop opens in New York . . . November new-car sales near record for that month . . . First 1957 Packard rolls in South Bend . . . Willys unveils Jeep truck with four-wheel drive . . . Auto makers ask for rollback of excise taxes to pre-war levels . . . Los Angeles show attendance hits 215,169.

Truck registrations for first three-quarters of 1956 drop 2 percent below the first nine months of 1955 . . . Middle East crisis hikes demand for U. S. oil . . . Renault's automated plant opens near Paris; French firm eyes U. S. market . . . New-car dealer operating profits edges up to 1.1 percent of gross sales . . .

Production rises to 167,516 for week . . . Showroom fever on 1957s cools and used-car prices drop . . . Car payments in October rise above new-car loans for first time since November, 1954 . . . Government plans two-year study of highway safety . . . American Motors offers a new dealer franchise, including 100 percent warranty.

New-car stocks rise to 386,252 . . . Used-car stocks dive to record low . . . National Auto Show wins selling label . . . Federal Reserve Board defends credit restraint . . . Despite overtime, car production runs behind 1955 for November and December . . . Ford Motor offers the old Henry Ford estate and $6.5 million to University of Michigan for Dearborn branch . . . Kentucky dealers ask return of national price ads . . . American Motors reports $19 million loss . . . GM's dealer franchise reform wins "story of the year."



HOW R/M SETS THE PACE IN FRICTION MATERIAL DEVELOPMENT

R/M alone manufactures all types of friction materials

Particularly with today's more complex requirements, no single type of friction material can be best for all friction applications. That's why Raybestos-Manhattan, for over 50 years the world's leading maker of friction materials, is in a unique position to help you.

Where asbestos is most practical, R/M experience can determine precisely whether woven or molded asbestos parts—or both together—will give you better results.

Where high temperatures, close tolerances, or rapid repetitive engagement is a factor, R/M sintered metals may best meet your requirements. If excessive heat is not a problem, R/M cork-cellulose parts may give top performance. And where greater heat resistance is required, Raybestos-Manhattan semi-metallic friction materials are widely used.

Unlike other manufacturers, R/M works with *all* kinds of friction materials. Thus, whatever your friction requirements may be—whatever the application—you can be sure of a completely unbiased recommendation when you consult an R/M engineer.

Remember, all the depth and breadth of R/M experience—the complete facilities of R/M's seven great plants, with their research and testing laboratories—are as near as your telephone.

Write now for your free copy of R/M Bulletin No. 500. Its 44 pages are loaded with practical design and engineering data on all R/M friction materials.

THE TRADEMARK THAT SPELLS PROGRESS IN FRICTION MATERIAL DEVELOPMENT

RAYBESTOS - MANHATTAN, INC.

FIRST IN FRICTION

EQUIPMENT SALES DIVISION: Bridgeport, Conn. • Chicago 31 • Cleveland 16 • Detroit 2 • Los Angeles 58

FACTORIES: Bridgeport, Conn.; Manheim, Pa.; Passaic, N.J.; No. Charleston, S.C.; Crawfordsville, Ind.; Neenah, Wis.; Raybestos-Manhattan (Canada) Limited, Peterborough, Ontario, Canada

RAYBESTOS-MANHATTAN, INC., Brake Linings • Brake Blocks • Clutch Facings • Sintered Metal Products • Industrial Adhesives • Mechanical Packings • Asbestos Textiles • Industrial Rubber • Engineered Plastics • Rubber Covered Equipment • Abrasive and Diamond Wheels • Laundry Pads and Covers • Bowling Balls

Official Results—1957 NASCAR Performance Trials

(Held Feb. 3-17, 1957, at Daytona Beach, Fla.)

OFFICIAL TWO-WAY FLYING MILE SPEED RUNS (U. S. Production Pass. Cars)

Class 7—Over 350 Cubic Inches

Pos.	Driver	Car	Speed Two-Way Average
1.	**Red Byron, W. Palm Beach, Fla., (300C)**	**57 Chry.**	**134.128**
2.	Frank Ramey, Abbeville, S. C.,	57 Buick	130.766
3.	Fran Hernandez, Long Beach, Calif.,	57 Ford	130.058
4.	Edward Lyons, Grayville, Ill.,	(D501) 57 Dodge	129.753
5.	Jimmy White, Abbeville, S. C.,	57 Buick	129.683

Class 6—305 to 350 Cubic Inches

1.	**Joe Littlejohn, Spartanburg, S. C.,**	**57 Pont.**	**131.747**
2.	Jim Stonebraker, Fairview Park, O.,	57 Pont.	131.531
3.	Dr. L. D. Morris, Mt. Carmel, Ill.,	57 Pont.	128.434
4.	Ronnie Householder, Detroit, Mich.,	57 Plym.	126.205
5.	Bud Wilcox, Lakewood, N. Y.,	57 Ford	125.239

Class 5—259 to 305 Cubic Inches

1.	**Paul Goldsmith, St. Clair Shores, Mich.,**	**57 Chev.**	**131.076**
2.	Jesse Piatt, New Lebanon, O.,	57 Chev.	130.199
3.	Speedy Thompson, Charlotte, N. C.,	57 Chev.	129.310
4.	Ray Fulmer, Jr., Saluda, S. C.,	57 Chev.	129.055
5.	Tom Helsinger, Sr., Excello, O.,	57 Chev.	127.660

Class 4—213 to 259 Cubic Inches

1.	**Smokey Yunick, Daytona Beach, Fla.,**	**57 Chev.**	**102.157**
2.	Dick Joslin, Orlando, Fla.,	57 Chev.	95.707
3.	James Quinn, Oneonta, Ala.,	57 Chev.	95.112
4.	Hal Martinson, Long Beach, Calif.,	57 Ford	94.874
5.	Dagmar Moore, Wyandotte, Mich.,	57 Chev.	94.525

"BIG THREE"

1.	**Al Simonsen, Cambridge, Wisc.,**	**57 Chev.**	**118.460**
2.	Lonnie Hilliard, Palatka, Fla.,	57 Chev.	115.849
3.	Ned Decker, Sherwood, O.,	57 Chev.	113.852
4.	Joseph Blais, Long Beach, Calif.,	57 Ford	111.836
5.	Billy Swindell, Ludowici, Ga.,	57 Chev.	111.767

OFFICIAL TWO-WAY FLYING MILE SPEED RUNS "Experimental Cars"

1.	**Wally Parks, Los Angeles, Calif.,**	**57 Plym.**	**159.893**
2.	Art Christman, Compton, Calif.,	57 Merc.	154.176
3.	Fran Hernandez, Long Beach, Calif.,	57 Ford	147.059
4.	Vern Houle, South Gate, Calif.,	57 Merc.	146.759
5.	Karol Miller, Houston, Texas,	56 Ford	140.078

OFFICIAL TWO-WAY FLYING MILE SPEED RUNS "Prestige Class Cars"

1.	**Ernie Walls, Indianapolis, Ind.,**	**57 Linc. Contin.**	**108.860**

OFFICIAL TWO-WAY FLYING MILE SPEED RUNS "Sports Cars"

Sport Class B—5,000 to 8,000 cc—305.10 to 488.16 cu. inches

1.	**Harold Mauck, Long Beach, Calif.,**	**57 Ford T'Bird**	**138.755**
2.	Allen Adkins, Long Beach, Calif.,	57 Ford T'Bird	135.313
3.	Jean Howard, New York, N. Y.,	57 Ford T'Bird	116.204

Sport Class B—Modified

1.	**Danny Eames, Long Beach, Calif.,**	**57 Ford T'Bird**	**160.356**
2.	Fred Lavell, Birmingham, Mich.,	54 Cad. Corvette	130.600
3.	Art Chrisman, Compton, Calif.,	57 Merc.	115.200

Sport Class C—3,000 to 5,000 cc—183.06 to 305.10 cu. inches

1.	**Paul Goldsmith, St. Clair Shores, Mich.,**	**57 Chev. Corvette**	**131.941**
2.	Betty Skelton, Winterhaven, Fla.,	57 Chev. Corvette	128.848
3.	Johnny Beauchamp, Harlan, Iowa,	57 Chev. Corvette	127.051

Sport Class C—Modified

1.	**Jack Rutherford, Palm Beach, Fla.,**	**56 Jaguar**	**159.187**
2.	Buck Baker, Charlotte, N. C.,	57 Chev. Corvette	152.866
3.	John Stoker, Macomb, Ill.,	56 Chev. Corvette	134.680

Sport Class D—2,000 to 3,000 cc—122.04 to 183.06 cu. inches

1.	**Phil Stiles, Palm Beach, Fla.,**	**56 Austin Healy**	**134.756**

Sport Class E—1,500 to 2,000 cc—91.53 to 124.04 cu. in.

1.	**Fred French, Northboro, Mass.,**	**56 Porsche Coupe**	**107.995**

Sport Class F—1,300 to 1,500 cc—67.122 to 97.53 cu. inches

1.	**Bill Buff, Red Bank, N. J.,**	**56 Porsche Spyder**	**135.491**

Sport Class G—750 to 1,300 cc—45.765 to 67.122 cu. inches

1.	**Kip Mitchell, Red Bank, N. J.,**	**57 Volkswagen**	**68.435**

Midget Division

1.	**Ed Hawkins, Coram, N. Y.,**	**Ford Midget**	**97.707**

Acceleration Runs—Measured Mile—Standing Start—(U. S. Production Pass. Cars)

Pos.	Driver	Car	Speed
Class 7—over 350 cubic inches			
1.	**Brewster Shaw, Daytona Beach, Fla.,**	**57 Chrysler**	**86.873**
2.	Art Chrisman, Compton, Calif.,	57 Mercury	85.511
3.	Fran Hernandez, Long Beach, Calif.,	57 Ford	85.066
4.	Elton Lile, Hopkinsville, Ky.,	57 Dodge D501	84.408
5.	Red Byron, W. Palm Beach, Fla.,	57 Chry. 300-C	83.897
Class 6—305 to 350 cubic inches			
1.	**Jim Stonebraker, Fairview Park, O.,**	**57 Pontiac**	**85.308**
1.	Joe Littlejohn, Spartanburg, S. C.,	57 Pontiac	84.388
3.	Ronnie Householder, Detroit, Mich.,	57 Plymouth	83.897
4.	Robert Stanclift, Long Beach, Calif.,	57 Ford	82.854
5.	Al Swenson, Chicago, Ill.,	57 Plymouth	82.192
Class 5—259 to 305 cubic inches			
1.	**T. Winston Parker, Williamsburg, Va.,**	**57 Chev.**	**85.006**
2.	Tom Helsinger, Sr., Excello, O,	57 Chev.	84.586
3.	Paul Goldsmith, Sr., St. Clair Shores, Mich.,	57 Chev.	84.151
4.	Erwin Bishop, Sherman, N. Y.,	57 Chev.	84.112
5.	Speedy Thompson, Charlotte, N. C.,	57 Chev.	83.955
Class 4—213 to 259 cubic inches			
1.	**Robert Reed, Orlando, Fla.,**	**57 Nash Ramb.**	**71.785**
2.	Smokey Yunick, Daytona Beach, Fla.,	57 Chev.	69.592
3.	Edsel Massey, Birmingham, Ala.,	57 Chev.	69.311
4.	Bobby Morgan, Chillicothe, O.,	57 Chev.	68.755
5.	Beulah Cowan, Farmington, Mich.,	57 Chev.	68.676
Class 3—167 to 213 cubic inches			
1.	**Robert Reed, Orlando, Fla.,**	**57 Nash Ramb.**	**64.795**

Standing Mile Acceleration Runs—"Sports Cars"

Pos.	Driver	Car	Speed
Sport Class B—5,000 to 8,000 cc—305.10 to 488.16 cu. inches			
1.	**Harold Mauck, Long Beach, Calif.,**	**57 Ford T'Bird**	**89.708**
Sport Class B—Modified			
1.	**Danny Eames, Long Beach, Calif.,**	**57 Ford T'Bird**	**97.933**
2.	Fred Lavell, Birmingham, Mich.,	54 Cadillac Corvette	86.331
Sport Class C—3,000 to 5,000 cc—183.06 to 305.10 cu. inches			
1.	**Paul Goldsmith, St. Clair Shores, Mich.,**	**57 Chev. Corv.**	**91.301**
2.	Johnny Beauchamp, Harlan, Iowa,	57 Chev. Corv.	89.798
3.	Betty Skelton, Winterhaven, Fla.,	57 Chev. Corv.	87.400
Sport Class C—Modified			
1.	**Buck Baker, Charlotte, N. C.,**	**57 Chev. Corv.**	**93.047**
2.	John Stocker, Macomb, Ill.,	56 Chev. Corv.	90.068
Sport Class F—1,300 to 1,500 cc—67.122 to 97.53 cu. inches			
1.	**Bill Buff, Red Bank, N. J.,**	**56 Porsche Spyder**	**88.801**
Sport Class G—750 to 1,300 cc—45.765 to 67.122 cu. inches			
1.	**Kip Mitchell, Red Bank, N. J.,**	**57 Volkswagen**	**60.181**

Standing Mile Acceleration Runs "Experimental Cars"

1.	**Danny Eames, Long Beach, Calif.,**	**57 Ford T'Bird**	**98.065**
2.	Art Chrisman, Compton, Calif.,	57 Mercury	93.482
3.	Chuck Daigh, Long Beach, Calif.,	57 Ford T'Bird	93.312
4.	Ray Stilwell, Slate Hill, N. Y.,	32 Ford	91.162
5.	Harold Mauck, Long Beach, Calif.,	57 Ford Ranchero	91.162

NASCAR—125 Mile Sportsman and Modified Race

Fin. Pos.	Start Pos.	Driver	CAR
1.	**21**	**Speedy Thompson, Charlotte, N. C.**	**52 Plym. M**
2.	77	Curtis Turner, Roanoke, Va.	36 Chev. M
3.	7	Glen Wood, Stuart, Va.	49 Ford S.
4.	25	Bobby Waddell, N. Wilkesboro, N. C.	39 Ford S
5.	53	Larry Flynn, Holly Hill, Fla.	37 Ford S
6.	8	Jimmy Thompson, Monroe, N.C.	49 Ford M
7.	36	Chuck Thompson, Orange City, Fla.	40 Ford S
8.	3	Marvin Panch, Daytona Beach, Fla.	55 Ford M
9.	30	Fuzzy Clifton, King, N. C.	49 Chev. S
10.	76	Bill Amick, Charlotte, N. C.	37 Ford S

Fastest Qualifier: Bob Reuther, 38 Plym. 150.250 — **Time of Race:** 1:15:41 — **Average Speed:** 99.097

NASCAR—160 Mile National Convertible Race

1.	**1**	**Tim Flock, Atlanta, Ga.**	**57 Merc.**
2.	12	Joe Weatherly, Norfolk, Va.	57 Ford
3.	6	Billy Myers, Germantown, N. C.	57 Merc.
4.	11	Bob Welborn, Greensboro, N. C.	57 Chev.
5.	24	Paul Goldsmith, St. Clair Shores, Mich.	57 Chev.
6.	9	Possum Jones, Tampa, Fla.	57 Chev.
7.	15	Marvin Panch, Daytona Bch., Fla.	57 Ford
8.	20	Fireball Roberts, Daytona Bch., Fla.	57 Ford
9.	18	Tom Pistone, Chicago, Ill.	57 Plym.
10.	19	Glen Wood, Stuart, Va.	56 Ford

Fastest Qualifier: Tim Flock, 57 Merc. 128.570 — **Time of Race:** 1:34:45 — **Average Speed:** 101.32

NASCAR—160 Mile Grand National Race

1.	**3**	**Cotton Owens, Spartanburg, S. C.**	**57 Pont.**
2.	13	Johnny Beauchamp, Harlan, Iowa	57 Chev.
3.	4	Fonty Flock, Atlanta, Ga.	57 Merc.
4.	18	Buck Baker, Charlotte, N. C.	57 Chev.
5.	21	Marvin Panch, Daytona Beach, Fla.	57 Ford
6.	27	Bill Lutz, Louisville, Ky.	57 Olds.
7.	39	Curtis Turner, Roanoke, Va.	57 Ford
8.	50	Speedy Thompson, Charlotte, N. C.	57 Chev.
9.	53	Rex White, Silver Springs, Md.	57 Chev.
10.	36	Charlie Cregar, Nazareth, Pa.	57 Plym.

Fastest Qualifier: Banjo Matthews, 57 Pontiac 134.328 — **Time of Race:** 1:34:29 — **Average Speed:** 101.60

MAJOR TROPHIES AND RECORDS

(*New Records)

Harley Earl Perpetual Trophy
Winner of Grand National Championship Race—160 miles Feb. 17, 1957—*Cotton Owens*, Spartanburg, S. C.—57 Pontiac, 317 HP, Tri-Carb. 101.60 mph.

Sports Illustrated Perpetual Award
Winner of Grand National Championship Race—160 miles Feb. 17, 1957—*Cotton Owens*, Spartanburg, S. C.—57 Pontiac, 317 HP, Tri-Carb. 101.60 mph.

Sports Illustrated Perpetual Award
Winner of National Convertible Championship Race—160 miles Feb. 16, 1957—*Tim Flock*, Atlanta, Ga.—57 Mercury, 335 HP, Dual 4 Bbl.—101.32 mph.

Paul Whiteman Perpetual Award
European and/or U. S. Production Sports Cars—Two-Way Flying Mile. Feb. 18. 1957—*Jack Rutherford*, Palm Beach, Fla.— 55 Model D Jaguar—159.187 mph.

Tom McCahill Perpetual Award
U. S. Standard Production Passenger Cars—Two-Way Flying Mile. Feb. 13, 1957—*Red Byron*, W. Palm Beach, Fla.—57 Chrysler 300-C, 390 HP, Dual 4 Bbl.—134.128 mph.

Champion Spark Plug Trophy
Fastest Time—Standing Start Acceleration Runs. Feb. 18, 1957—*Danny Eames*, Long Beach, Cal.—57 Ford Thunderbird, 430 HP, Class B—Modified—97.933 mph.

Pure Oil Company Manufacturer's Performance Trophy
Chevrolet—574 Ford—309 Mercury—174 Pontiac—165 Chrysler—76 Plymouth—73 Oldsmobile—43 Buick—40 Dodge—35 DeSoto—8.

Pure Oil Company "Man off the Street" Trophy (Century Club)
Feb. 3, 1957—*Abbott Greene*, Bartow Air Force Base, Bartow, Fla.—56 Buick—139.405 mph.

Mechanix Illustrated Trophy
U. S. Production Passenger Cars—Acceleration Runs. Feb. 14, 1957—*Brewster Shaw*, Daytona Beach, Fla.—57 Chrysler 300-C, 390 HP, 86.873 mph.

Mechanix Illustrated Trophy
Sports Cars—Unlimited Class—Acceleration Runs. Feb. 18, 1957—*Danny Eames*, Long Beach, Calif.—57 Ford Thunderbird, 430 cu. in. Competition Equipped—97.933 mph.

* **Experimental Cars—Two-Way Flying Mile—Pure Oil Company Award—NASCAR Trophy**
Feb. 6, 1957—*Wally Parks*, Los Angeles, Calif.—57 Plymouth, Fuel Injection, Chrysler Powered—159.893 mph.

* **Experimental Cars—Acceleration Runs**
Feb. 6, 1957—*Danny Eames*, Long Beach, Calif.—57 Ford Thunderbird, Fuel Injection—98.065 mph.

* **Prestige Class—Two-Way Flying Mile—Pure Oil Company Trophy**
Feb. 5, 1957—*Ernie Walls*, Indianapolis, Ind.—57 Lincoln Continental—108.860 mph.

Air Lift Challenge Race
Feb. 13, 1957—*Lee Petty*, Randleman, N. C.—57 Experimental Oldsmobile—144.928 mph.

* **Big Three Class—Two-Way Flying Mile—Pure Oil Company Trophy**
Feb. 14, 1957—Al Simonsen, Cambridge, Wisc.—57 Chevrolet, Standard Family sedan—118.460 mph.

U. S. Production Passenger Cars—Optimum Performance Models—Two-Way Flying Mile

Class 7—NASCAR Trophy
Feb. 13, 1957—Red Byron, W. Palm Beach, Fla.—57 Chrysler 300-C, 390 HP, 134.128 mph.

* **Class 6—Pure Oil Company Award—NASCAR Trophy**
Feb. 13, 1957—Joe Littlejohn, Spartanburg, S. C.—57 Pontiac, 317 HP, 131.747 mph.

* **Class 5—Pure Oil Company Award—NASCAR Trophy**
Feb. 12, 1957—Paul Goldsmith, St. Clair Shores, Mich.—57 Chevrolet, 283 HP, Fuel Injection—131.076 mph.

Class 4—NASCAR Trophy
Feb. 12, 1957—Smokey Yunick, Daytona Beach, Fla.—57 Chevrolet, 6-Cyl.—102.157 mph.

U. S. Production Passenger Cars—Optimum Performance—Acceleration Runs

* **Class 7—Pure Oil Company Award—NASCAR Trophy**
Feb. 14, 1957—Brewster Shaw, Daytona Beach, Fla.—57 Chrysler 300-C, 390 HP, 86.873 mph.

* **Class 6—Pure Oil Company Award—NASCAR Trophy**
Feb. 14, 1957—Jim Stonebraker, Parkview Pk., O.—57 Pontiac, 317 HP, 85.308 mph.

* **Class 5—Pure Oil Company Award—NASCAR Trophy**
Feb. 14, 1957—T. Winston Parker, Williamsburg, Va.—57 Chevrolet, 283 HP, Fuel Injection—85.006 mph.

Class 4—NASCAR Trophy
Feb. 14, 1957—Robert Reed, Orlando, Fla.—57 Rambler—71.785 mph.

* **Class 3—Pure Oil Company Award—NASCAR Trophy**
Feb. 14, 1957—Robert Reed, Orlando, Fla.—57 Rambler, 6-Cyl.—64.795 mph.

Sports Cars—Two-Way Flying Mile

* **Class B—Prod.—Pure Oil Company Trophy**
Feb. 18, 1957—Harold Mauck, Long Beach, Calif.—57 Ford Thunderbird, 300 HP, Super-charged—138.755 mph.

* **Class B—Modified—NASCAR Trophy**
Feb. 18, 1957—Danny Eames, Long Beach, Calif.—57 Ford Thunderbird, 430 cu. in.—160.356 mph.

* **Class C—Prod.—Pure Oil Company Trophy**
Feb. 18, 1957—Paul Goldsmith, St. Clair Shores, Mich.—57 Chev. Corvette—131.941 mph.

* **Class C—Modified—NASCAR Trophy**
Feb. 18, 1957—Jack Rutherford, Palm Beach, Fla.—55 Model D Jaguar—159.187 mph.

* **Class D—Prod.—Pure Oil Company Trophy**
Feb. 18, 1957—Phil Stiles, Palm Beach, Fla.—56 Austin Healy—134.756 mph.

* **Class E—Prod.—Pure Oil Company Trophy**
Fred French, Northboro, Mass.—56 Porsche Coupe—107.995 mph.

* **Class F—Prod.—Pure Oil Company Trophy**
Feb. 18, 1957—Bill Buff, Red Bank, N. J.—56 Porsche Spyder—135.491 mph.

* **Class G—Prod.—Pure Oil Company Trophy**
Feb. 18, 1957—Kip Mitchell, Red Bank, N. J.—57 Volkswagen 68.435 mph.

Sports Cars—Standing Start Acceleration Runs

* **Class B—Prod.—NASCAR Trophy**
Feb. 18, 1957—Harold Mauk, Long Beach, Calif.—57 Ford Thunderbird, 300 HP, Super-charged—89.708 mph.

* **Class B—Modified—NASCAR Trophy**
Feb. 18, 1957—Danny Eames, Long Beach, Calif.—57 Ford Thunderbird, 430 cu. in.—Competition Equipped—97.933 mph.

* **Class C—Prod.—NASCAR Trophy**
Feb. 18, 1957—Paul Goldsmith, St. Clair Shores, Mich.—57 Chev. Corvette—91.301 mph.

* **Class C—Modified—NASCAR Trophy**
Feb. 18, 1957—Buck Baker, Charlotte, N. C.—57 Chev. Corvette, 283 HP, Fuel Injection, Competition Equipped—93.047 mph.

* **Class F—Modified—NASCAR Trophy**
Feb. 18, 1957—Bill Buff, Red Bank, N. J.—56 Porsche Spyder—88.801 mph.

* **Class G—Prod.—NASCAR Trophy**
Feb. 18, 1957—Kip Mitchell, Red Bank, N. J.—'57 Volkswagen—60.181 mph.

Pure Oil Company Acceleration Award—Fastest Competition Sports Car Driver
Feb. 18, 1957—Buck Baker, Charlotte, N. C.—57 Chev. Corvette, 283 HP, Fuel Injection, Competition Equipped—93.047 mph.

Qualifying Speed Runs—Sportsman, Modified, Convertible, Grand National

* **Sportsman—Pure Oil Company Trophy—NASCAR Trophy**
Feb. 14, 1957—Glen Wood, Stuart, Va.—49 Ford—127.479 mph.

* **Modified—Pure Oil Company Trophy—NASCAR Trophy**
Feb. 14, 1957—Bob Reuther, Nashville, Tenn.—38 Plymouth—150.250 mph.

* **Convertible—Pure Oil Company Trophy—NASCAR Trophy**
Feb. 14, 1957—Tim Flock, Atlanta Ga.—57 Mercury, 335 HP, Dual 4 Bbl.—128.570 mph.

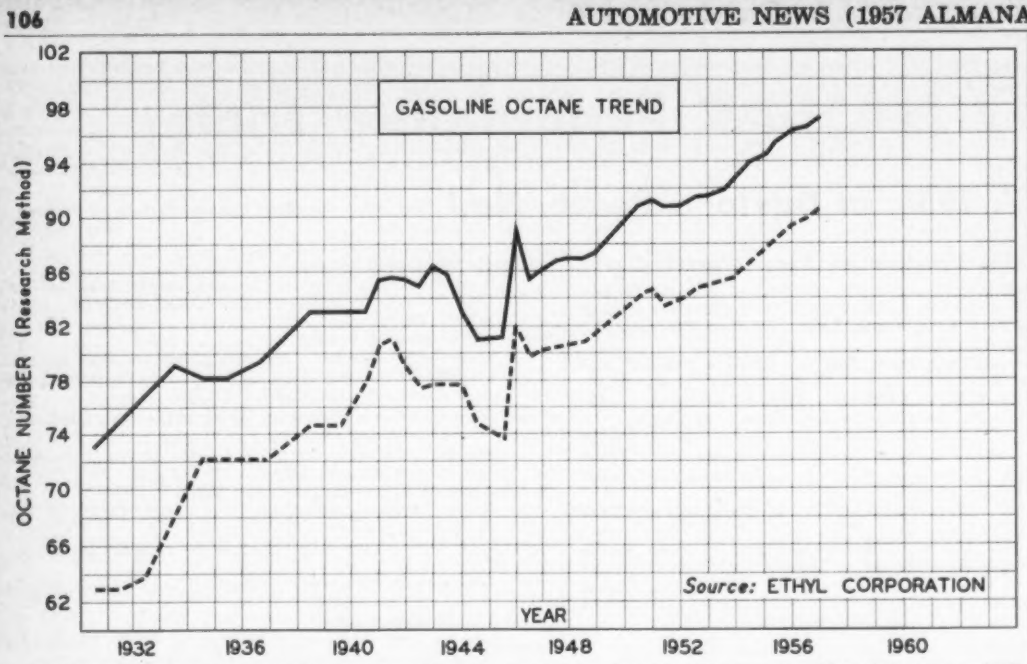
Grand National—NASCAR Trophy
Feb. 14, 1957—Banjo Matthews, Asheville, N. C.—57 Pontiac—134.328 mph.

Championship Race Events

* **125-mile Sportsman and Modified Race—Pure Oil Company Award**
Feb. 15, 1957—Speedy Thompson, Charlotte, N. C.—52 Plymouth Modified—99.097 mph.

* **160-mile National Convertible Championship Race—Pure Oil Company Awards to 1st, 2nd and 3rd place winners.**
Feb. 16, 1957—Tim Flock, Atlanta, Ga.—57 Mercury—102.32 mph.—Joe Weatherly, Norfolk, Va.—57 Ford; Billy Myers, Germantown, S. C.—57 Mercury.

* **160-mile Grand National Circuit Race—Pure Oil Company Awards to 1st, 2nd and 3rd place winners.**
Feb. 17, 1957—Cotton Owens, Spartanburg, S. C.—57 Pontiac—101.60 mph.—Johnny Beauchamp, Harlan, Iowa—57 Chevrolet; Fonty Flock, Atlanta, Ga.—57 Mercury.



OCTANE TREND—Average antiknock rating of regular grade gasoline has risen from 63 octane in 1930 to 90.5 octane in 1957. In the same 27-year period, premium gasoline improved from 72 to slightly over 97.

For Cars of Tomorrow . . .

Turbine or Free Piston?

(Continued from Page 11)

engine type itself is not a new powerplant. Its principles have been known in Europe for more than 30 years—and are in common use in marine installations and some locomotives. Free piston gas generators in the high horsepower ranges (above 1000 h.p.) are readily available as commercial units in the United States as well as in Europe.

A brief review of free piston history shows that this type of engine has long-since been developed to the position of having hundreds of machines following its principles in operation throughout the world.

Specific European installations include use for electricity generators (power stations), naval vessels, railway locomotives and air compressors.

As is customary in these fields, the engines in the past have been rather large and heavy in relation to their output. Over the years, there have been other designs suggested in sizes smaller than the 1000 horsepower unit. But, so far as is known, none had reached a status of commercial success. Until the present experiments, there is no record of any successful vehicular installations of such powerplants.

In the United States, current interest in free piston engines ranges from potential use in the family car and highway trucks to installation of a 6,000 horsepower version in a converted Liberty ship to be used as an ocean-going cargo vessel.

* * *

WE SEE then, that the free piston engine has been developed satisfactorily for use as an air compressor or for producing power in large sizes. What's new, however, is the intriguing possibility of putting this type of powerplant under the hood of a passenger car.

Ash shown in the accompanying schematic sketches, the differences between the conventional gas turbine and the free piston type are readily apparent. In the compressor-driven or conventional type of turbine, air is compressed to about 60 pounds per square inch by a centrifugal compressor. This air blast discharges into a combustor where fuel is burned, and then the gases enter the first turbine. This turbine supplies energy for driving the compressor. Further expansion of the hot gases is obtained in a second turbine, which is connected to the rear wheels of the car through a suitable transmission.

Thus, the compressor, combustor and first turbine may be considered as a continuous gas generator creating power-gas to expand through the second turbine, which delivers power to the rear wheels.

In contrast, the free piston engine is, in effect, a two-cycle opposed-piston diesel engine directly connected to reciprocating compressors without the complication of connecting rods or crankshafts. All of the compressed air from the compressors is used as supercharge air for the diesel combustion chamber.

* * *

First One—

Publicly unveiled May 16, 1956 by General Motors, this experimental XP-500 car carries the world's first known automotive installation of an engine operating on free piston principles. A free piston gasifier under its hood compresses and pumps air through a pipe to a gas turbine at the rear. Power from the revolving turbine is transmitted to the car's wheels.

* * *

In the usual free piston and turbine combination installation as now being tried experimentally for automotive use, the complete gas-generating section of the gas turbine engine is replaced with the free piston reciprocating diesel, while the second turbine is retained as before for the actual energy output to the car's rear wheels.

* * *

THIS ENGINE is an efficient powerplant, as compression ratio varies between 30 to 1 and 50 to 1. Operating on the diesel cycle, it consumes fuel at a high level of pressure and temperature—much higher than in the conventional gas turbine engine.

It also has the disadvantages of a highly supercharged two-cycle diesel engine. Its piston rings must function with rather poor lubrication under high temperature and pressure conditions, and must travel across cylinder ports.

The injection system must be different from that of a standard diesel engine, since fuel is injected at a point where piston motion is nearly at a standstill, and there is no rotating crank to time this event.

Starting also offers some problems, since it must be accomplished during one stroke. There is

(Continued on Page 107)

5 Ways to Judge a Body

1. Does it shrug off the "shakes"?
Raise the deck lid of a Fisher Body—then wiggle it. There's *backbone* here: a rugged X-frame beneath the steel gives this lid *extra* rigidity. And for all its strength, it rises at a finger's touch.

2. How about the ins and outs?
Step into—and out of—a Fisher Body. Admittance is free—unencumbered by awkward projections. This body is designed to be *lived* in. It has seats that are high and deep, ample headroom, plenty of "walking space."

3. Is this a "skin" you love to touch?
Run your finger over the mirror-like finish of a Fisher Body. No pebbled, grainy "orange peel" effect here. Only a Fisher Body has *four* separate coats of fine lacquer buffed to a satin sheen.

4. Can you see clear around the corner?
Look through the Panoramic windshield of a Fisher Body. A special molding process lets you see things clearly, even through the rounded corners. And only Fisher Body uses *plate* safety glass, front, rear *and side*.

5. Does it close on a solid note?
Shut the door of a Fisher Body. Listen to that solid "kerchunk" as steel meets steel through a substantial rubber cushion. Securely hinged, snugly fitted, this door is a study in sturdiness.

Body by Fisher
Better by Far

GM GENERAL MOTORS

On General Motors Cars Only:
Chevrolet, Pontiac, Oldsmobile, Buick, Cadillac

For Cars of Tomorrow . . .

Turbine or Free Piston?

(Continued from Page 106)

no opportunity to continuously crank the engine. Also, in order to achieve good idling operation, it may be necessary to sacrifice efficiency by bypassing some exhaust gas direct to the atmosphere without going through the turbine.

One experimenter characterized the free piston unit as one that suffers the same ailments and responds to the same treatments as other high-output diesels. Problems are, however, accentuated by the excessively high temperatures and pressures in the combustion chamber. This same engineer identified principal development problems as cylinder wear, piston ring wear and breakage, intake valve failures, oil leakage past seals (causing airbox fires), piston ring groove deposits and high piston cooling oil consumption.

Essentially, in a comparison with the conventional or true gas turbine, the free piston engine is attractive because it is an efficient engine without the complication of a regenerator.

* * *

Heat Exchanger Needed

HITHERTO, A major difficulty in application of a gas turbine to automobile use had been the uneconomical consumption of fuel. Now, however, with development of the efficient heat exchanger or regenerator, exhaust gas energy is used to warm up the incoming gas flow. This improves thermal efficiency and brings fuel consumption into an acceptable range. Among still-unsolved turbine problems is a means of producing an effective, inexpensive regenerator of lightweight construction.

In typical turbine operation, air is taken through an induction silencer and highly compressed before being heated up still further in the heat exchanger. Next, it flows into the burner, where fuel is injected. The combustion gases then are used to rotate a turbine, which drives the compressor, and, finally, the remaining gas energizes the power turbine that drives the car. Exhaust gases are led through the regenerator before being discharged into the atmosphere.

Inherently, to be efficient, this type of engine must maintain a higher power turbine inlet temperature than that used for the free piston and turbine combination. Despite such advantages, many engineers hold serious doubts that the free piston engine will replace any of our present-day forms of engines — but, rather, will grow to occupy a specialized place in the powerplant field.

One well-informed Detroit fuel expert typifies this view with an opinion that "only rapid and unusual progress in free piston development will bring it a share of the automotive market." He implies that, in view of the long history which has seen the free piston engine under development for many years in various parts of the world, such rapid progress in the automotive field is only an outside possibility.

John G. Moxey jr., assistant director, research and development dept., Sun Oil Co., has said that free piston experimenters divide essentially into two camps, both of which agree that this type of engine has a promising future.

One group, however, says that applications will be limited to such fields as marine craft, stationary powerplants, large off-road mobile equipment and, perhaps, locomotives, trucks and buses. These individuals see only a remote possibility for installations in vehicles used for personal transportation.

* * *

ON THE other hand are those who are confident that the free piston diesel already has shown sufficient merit to replace the conventional turbine in long-term planning—and that it is capable of development for future automobile powerplants.

The combination of free piston engine and gas turbine will become a serious contender for powering automotive vehicles, including trucks, buses, military vehicles and passenger cars, according to Arthur F. Underwood, manager, GM research staff activities.

Speaking before the Society of Automotive Engineers in June, 1956, Underwood made this prediction while describing GM's experimental 250 horsepower version of this combination engine. The GM XP-500 experimental car has a free piston gasifier under its hood to compress air and pump it through a 3½-inch pipe to a gas turbine at the rear of the car. Power from the rotating turbine is transmitted to the car's wheels.

Citing advantages of the free piston engine over present-day engines, Underwood listed ability to consume cheap fuel at high thermal efficiency; smooth, vibration-free operation; excellent torque characteristics; and vehicle design benefits gained by putting the engine in front of the car while turbine and transmission are installed in the rear.

Superiority of the free piston and turbine combination to conventional gas turbines was claimed in regard to low gas turbine temperatures, thermal efficiency and throttle response.

With all the talent and enthusiasm that has been concentrated on the free piston development since its birth pangs ended, progress has, indeed, been rapid. Typical of the situation now is the remark of an engineer who says: "We're probably farther along with this project now than most outsiders realize. As of right now, we have pretty well licked many basic problems, such as those associated with smoke, noise and controls. Starting uncertainties no longer bother us. Current work is concentrated on gaining dependability and all-around reliable operation."

This same young engineer cherishes a beautiful thought concerning the outcome of free piston research. He dreams this dream: "Picture a little barrel that just sits there under the hood and buzzes as it supplies gas to a turbine that drives the rear wheels."

* * *

Free-Piston Unit Favored

FORD'S PAUL KLOTSCH, manager, mechanical dept., scientific laboratory, typifies those visionary engineers who have firm faith in a bright future for commercial applications of the free piston principles. On several occasions, he has said that the free piston and turbine combination has greater potential for the automotive industry than the true compressor-type gas turbine concept. Klotsch regards these free piston powerplants as the presently foreseeable ultimate for vehicular use—definitely favoring them in lieu of the gas turbine for future automobiles.

Dr. Donald Frey, associate director of Ford's scientific laboratory, is another who speaks favorably of the free piston-turbine outlook. He rates this configuration as a better bet than the true gas turbine for eventual automotive use.

Frey is of the opinion that the true gas turbine, which does not embody a free piston gasifier, has greater disadvantages to overcome. Such engines, he says, have no weight advantage over modern high-compression engines, and have the further handicaps of much poorer initial acceleration and borderline fuel consumption.

Truck Turbine—

Discussing the engine of Chevrolet's experimental gas turbine truck are Harry F. Barr, chief engineer, left, and William A. Turunen, head of the GM gas turbine research department.

The free piston-turbine is a contender for choice as the engine of the future, Frey continues, because it does not suffer by comparison with present-day engines in regard to throttle response, fuel economy or cost of manufacture. Furthermore, he asserts, it has a superior torque curve and allows for split passenger vehicle installation, with gasifier in front and power turbine in the rear.

* * *

ON THE negative side, Frey concedes that the free piston unit is hampered by weight disadvantages. In his opinion, the most serious free piston drawback is that even its projected weight is in excess of three pounds per horsepower. This is too high for favorable comparison with future weight-power ratios of refinements derived from present-day engine types.

"Furthermore," says Frey, "the full load life of a free piston gasifier at weights of three pounds per horsepower remains uncertain." Also, to be successful, it is recognized that the free piston engine must develop into a machine capable of much higher cyclic

(Continued on Page 108)

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For Cars of Tomorrow . . .

Turbine or Free Piston?

(Continued from Page 107)

speeds than the 2400 cycles per minute now attainable.

Even such a strong supporter of the free piston engine as Paul Klotsch admits that a number of problems still must be solved before this engine type could replace the current powerplant. At the present stage of development, he says, the free piston engine noise level is relatively high for passenger car operation, and engine speed controls must be improved.

Characteristic engine sound is a pulsating noise which changes in volume with increased power output or load on the engine.

• • •

Strong Turbine Advocate

AMONG REGENERATIVE turbine proponents who stand in opposition to those who envision a rosy outlook for automotive free piston engines, a leading figure is George J. Huebner jr., Chrysler Corp. executive engineer in charge of research.

The gas turbine's potentialities overshadow those of the experimental free piston-turbine combination, as well as the expected improvements in present-day automotive engines, he says.

Speaking from a background of familiarity with free piston engines and a position of responsibility for future developments in Chrysler's current engines, Huebner declares:

"In each of these fields, I do not feel that there will be fundamental changes beyond known principles in the foreseeable future. Without such fundamental discoveries, the gas turbine shows the greatest promise of any new type of powerplant for American passenger cars and trucks in the next decade."

More than any other individual, Huebner exudes confidence in the future of the turbine. He manages to convey the impression that "there's no question about it" that the turbine definitely is destined to power future automobiles. To some, it seems that, while General Motors and Ford may do as they please, Chrysler will be selling turbine-powered cars by about 1965.

• • •

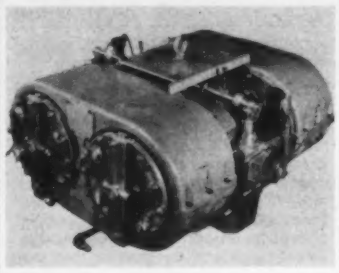
IN A "turbine progress report" delivered before the Society of Automotive Engineers in October, 1956, Huebner revealed that many of the gas turbine problems—such as the need for scarce metals, acceleration lag, lack of engine braking and manufacturing cost had been solved already, or were well on the way to solution.

The gas turbine engines developed by Chrysler rival today's conventional automotive engines in efficiency and "there are many known methods of improving the turbine's efficiency still further," he declared.

Huebner asks: "Why a gas turbine?" . . . and answers by saying: "We think the most important reason is that this type of engine has the greatest potential for both near and long-range future development."

A thermal efficiency of 40 percent may be attainable in the turbine during the next decade, he predicts. This compares with the 28 percent thermal efficiency, which is about the peak for today's engines.

Another basic reason offered by Huebner in support of his views is the turbine's torque curve, which matches the



GM's Free Piston—

The General Motors experimental free piston powerplant has a gasifier unit 40 inches long, 34 inches wide and 18 inches high. It comprises a pair of parallel power cylinders, similar to two-cycle Diesel cylinders, each four inches in diameter. Its four air compressor pistons, which bounce back and forth in the two cylinders, each are 11 inches in diameter, with a stroke of approximately five inches.

• • •

power requirements of an automobile more closely than is possible with a reciprocating engine.

• • •

INHERENT DURABILITY is a third turbine attribute cited by Huebner. He states: "In all of our studies so far, we at Chrysler Corp. have not found anything that contradicts the experience of the Air Force; namely, gas turbines last longer than piston engines."

You'll recall that an advantage claimed for the free piston is that its turbine operates at relatively low temperatures. In strong rebuttal to the assumption that this fact necessarily gives the edge to free piston designs, Huebner refers to promising results of materials research and confidently asserts.

"Current operating temperatures can be maintained for satisfactory part life without the use of any cobalt and with nickel content low enough to be well within the practical range from the standpoint of availability."

Another well-known automotive authority—and one of those who regard automotive free piston publicity as a "cruel joke" on the public—speaks about technical difficulties standing in the path of the free piston engine. But, in summarizing his reasons for favoring the turbine, he says that you can rule out the free piston engine simply by asking why we don't have diesels in American passenger cars today.

Answering this question, he states that there are objections on such grounds as combustion roughness, noise, dirt-sensitivity of nozzles, manufacturing cost and engine size. Then, he says, "Let's see how the free piston engine stacks up against the turbine."

• • •

TAKING THE oft-claimed thermal efficiency advantage of the free piston engine, he points out that the efficiency of the power turbine also must be taken into account for automotive free piston installations. All in all, he declares, making the comparison on an "as installed" basis, the regenerative turbine already can equal the efficiency of the free piston-turbine combination type.

Furthermore, he asserts, the regenerative turbine has the advantages of a less-demanding fuel quality requirement — in addition to which it is lighter, simpler, smoother in operation and requires less maintenance than the free piston engine.

In regard to turbine applications: Robert S. McNamara, general manager, Ford division, has predicted that the gas turbine engine probably will be introduced in trucks before it appears in automobiles. The reason, he said, is that the truck manufacturing industry wants to improve the uphill performance and acceleration of trucks so they can more closely parallel normal traffic flow.

Commenting on turbine fuel requirements, William Holaday, research and development deputy assistant secretary of defense (on leave from position as research director for Socony Mobil Oil Co.) says: "In contrast to the fuel problems introduced by wide-scale adoption of a (free piston) diesel type powerplant for passenger car use, the fuel demands for the (gas turbine) continuous combustion unit appear relatively simple."

Summarizing the case for the turbine: It contains only one-fifth as many moving parts as a conventional piston engine. It has just one spark plug, and this is needed only to start the engine. No torque converter is required, and a simple transmission suffices, because the turbine exerts its greatest thrust at the breakaway from a standing position. As combustion is continuous, there is no vibration. The turbine engine will burn virtually any kind of fuel that can be made to flow through a pipe.

• • •

Many Problems Remain

WITH SUCH theoretical attributes, you may wonder that there is any question about the turbine's fitness to succeed the conventional Otto-cycle piston engine. Actually, the reasons why the turbine is not a "sure thing" are many and varied.

In the first place, its original shortcomings are summed up in the criticism that an unregenerative gas turbine is "a fuel-hungry heat wave with a vehicle under it." Addition of the heat exchanger or regenerator offers relief from high fuel consumption and blast-furnace exhaust temperatures—but compromises such turbine benefits as compact size and light weight, as well as imposing an added handicap on the vital manufacturing cost factor.

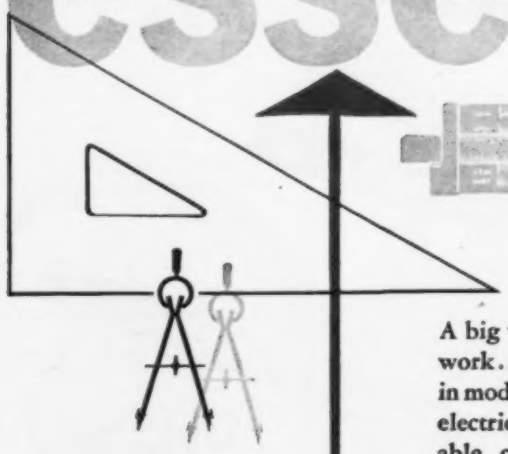
From a practical standpoint, it also is charged that gas turbines would be sensitive to changes in atmospheric conditions. Critics allege that turbine all-around performance and power output are likely to vary much more widely with atmospheric temperature and altitude (pressure) changes than either the conventional engine of today or the free piston powerplant.

Power turbine wheels typically spin at

(Continued on Page 109)

essentials

in modern vehicle design



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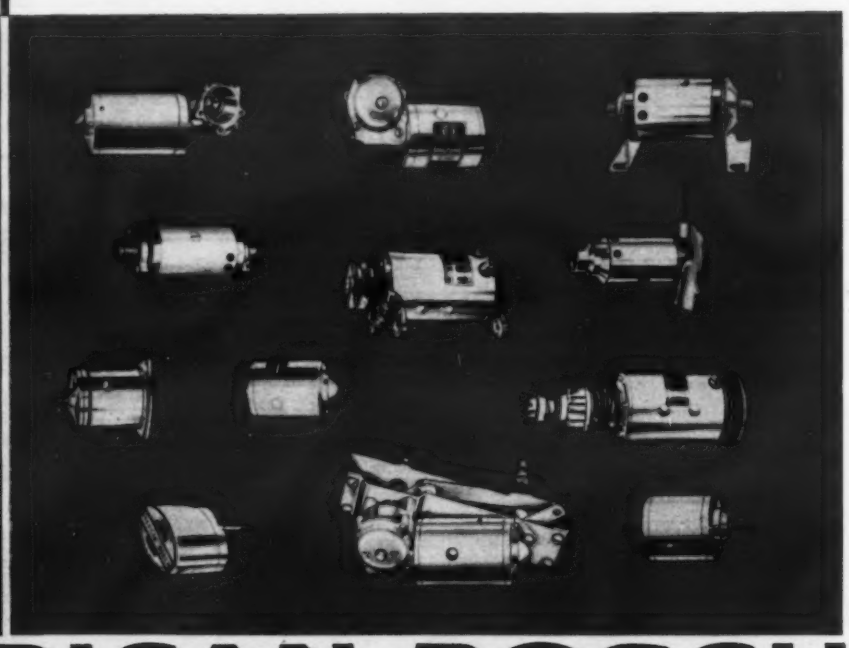


AMERICAN BOSCH

Low-Silhouette Styling Forces '57 Engineering Changes

(Continued from Page 11)

In respect to mechanical features, 1957 will go down in automotive history as a year of major engineering changes. In some opinions, the several major engineering advancements offered on the industry's current models are regarded as a larger collective step forward than previously achieved in any one model year.

There is no disputing the idea that at least three of the changes —front-end torsion bars, fuel injection and air suspension — deserve classification as first-rank technical innovations. Many would rate this year's torsion bar suspension development as the year's outstanding engineering feature, for the reason that neither fuel injection nor air suspension systems will be sold in large enough volume to become a major factor in the overall 1957 car market.

Another important design innovation—the tubular center X-frame, which was adopted by one maker this year, generally is viewed as a forerunner of similar frames to be used by several other makes in the future. In frames this year, the trend was toward more rigid construction with wider spacing between side rails on a number of makes.

In suspensions, a majority of the 1957 cars have adopted ball-joint front-end construction, with anti-dive geometry also becoming standard design practice to minimize front-end dip when brakes are applied. One maker uses variable rate coil springs in front, with spring design arranged to cause the action to become stiffer as it reacts to increasingly large bumps.

• • •

IN REAR suspensions, a noteworthy feature is the novel idea introduced by one make, which insulates the rear-spring front mounting eye from the frame by means of air-rubber cushion bushings. The new models also reveal a trend toward non-symetrical rear leaf spring geometry. The typical off-center installation locates the rear axle about one-third of the spring length back from the front anchor point.

In automatic transmissions, Chrysler extended availability of its new three-speed unit to all five of the corporation's cars. Chevrolet introduced an entirely new automatic transmission consisting of a five-element converter, in which three turbines are connected individually to the output shaft through two planetary gearsets. A hydraulic retarder is used for downhill braking.

Many drivelines and rear axles were changed to aid in lowering the bodies and to take care of increased engine torque. The new designs include increased drive pinion offsets; two-piece, three-joint propeller shafts; adjusted rear axle ratios and higher capacity gears, bearings, universal joints and housings. Several additional makes now offer the torque-bias "limited slip" type of differential that automatically diverts the highest proportion of driving torque to the rear wheel which has the greatest traction.

• • •

IN A sweeping concession to the stylist, fourteen-inch wheels with wider-cross-section low-pressure tires were specified on many makes. With the reduction in wheel diameter and continued rise in engine power, brake improvements — such as wider linings, flanged drums and design for better lining contact—were made by various manufacturers.

Another innovation appearing on some cars this year is the dual headlamp installation. Brought about largely at the instigation of the stylist—who wanted "something different" in front-end appearance — the dual headlamp arrangement does provide a significant lighting improvement and seems destined for universale use in coming years.

In engine accessories, the dry-type pleated paper air cleaner rose to occupy an important position in the original equipment field, displacing the oil-wetted and oil bath types on a number of makes. Additional engine developments included the usual annual upgrading of compression ratio, displacement and horsepower. Contributing to boosted power outputs in some instances are newly available fuel injection systems and, on other makes, belt-driven superchargers.

Two makes now offer an automatic engine cooling fan that uses a thermostatically controlled clutch to govern fan speed. When the engine is at normal operating temperature, the fan idles. When increasing water temperature actuates the thermostat, the fan comes into operation. Significant horsepower savings are claimed for highway operation.

Steering systems in 1957 stress safety and ease of operation in both manual and power steering developments. Energy-absorbing, "deep-dish" steering wheels have been adopted as standard or optional equipment on most cars. Many makers have embodied design changes to reduce the steering ratio for "quicker" steering and, on manual systems, improved features as an aid to reduction of steering effort.

Additional significant technical developments include expanded use of printed circuitry and transistors in car radios and the introduction of printed circuits into dashboard instrument wiring. Interesting optional equipment developments include further growth of the trend toward underhood air-conditioning systems that combine heating and cooling functions, and additional evidence of the power-assist trend in such areas as seat adjustment, window controls and door locks.

—JOHN T. BENEDICT.

Alltime Record Sales Statistics

Totals in Operation (As of July 1, 1956)

Cars	49,803,977
Trucks	9,544,082

Best New-Vehicle Sales Years

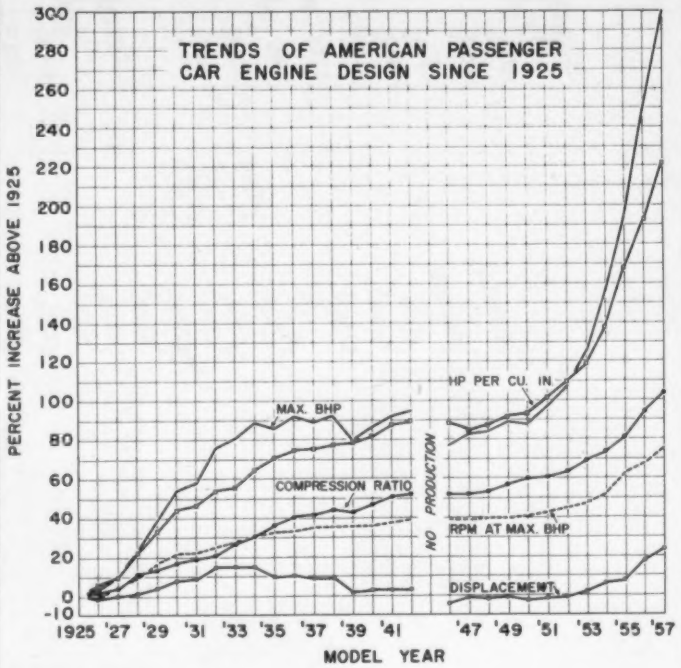
CARS	
1956	7,169,908
1950	6,326,438
1956	5,955,248
1953	5,738,989
1954	5,535,464
1951	5,060,903
1952	4,158,394
1929	3,880,206
1941	3,731,166
1948	3,490,952
TRUCKS	
1950	1,142,307
1948	1,035,174
1951	1,003,850
1949	961,961
1956	957,001
1953	930,312
1956	894,366
1947	879,132
1954	829,101
1952	812,099
1941	640,697

Best New-Vehicle Sales Months

CARS	
August, 1950	683,995
June, 1955	679,097
May, 1955	660,161
December, 1954	656,611
August, 1955	652,300
September, 1955	651,808
July, 1955	645,391
March, 1955	636,457
April, 1955	627,636
September, 1950	625,755
December, 1955	624,854
July, 1950	609,926
June, 1954	596,753
TRUCKS	
August, 1950	126,533
July, 1950	117,040
September, 1950	113,784
April, 1948	108,168
October, 1950	101,169
May, 1948	100,614
March, 1950	96,266
December, 1955	93,733

Leading States, Vehicles in Operation (As of July 1, 1956)

CARS	
California	5,109,326
New York	4,015,524
Pennsylvania	3,134,941
Ohio	2,962,947
Illinois	2,955,352
Texas	2,645,634
Michigan	2,484,605
TRUCKS	
California	796,328
Texas	700,729
New York	465,836
Pennsylvania	461,585
Illinois	398,544
Ohio	387,815
Michigan	309,893



Engine Design Trends—

A summary of the upward trend in important engine specifications is given in this graph. Base-line data for computing percentage increases since 1925 are: 59 horsepower; 0.23 hp. per cubic inch displacement; 2627 rpm at maximum rated hp.; 70.6 pounds per square inch brake mean effective pressure; 252 cubic inches displacement and 4.4 to 1 compression ratio. Source: Ethyl Corp.

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For Cars of Tomorrow . . .

Turbine or Free Piston?

(Continued from Page 108)

20,000 revolutions per minute when the engine is idling and accelerate to 50,000 r.p.m. maximum rotative speeds. These high r.p.m.'s bring on numerous problems related to design, manufacturing and vehicle performance.

In the latter category is the turbine's much-criticized drawback of acceleration lag (while waiting for its internal parts to speed up). In this regard, one engineer reported that, after full depression of the accelerator pedal, some experimental turbine passenger cars have a lag of about two seconds, when nothing much happens. After two seconds, however, he concedes that "all hell breaks loose."

• • •

A RESTRAINING note on turbine optimism was sounded last fall at an SAE meeting, when Victor G. Raviolo, director of Ford's advanced product study and engineering research, offered an opinion that the future of gas turbines for passenger cars doesn't look as bright now as it did a year ago.

He indicated that several basic problems are stubbornly resisting attempts at solution, and that cost, acceleration lag and fuel economy difficulties still are a long way from being overcome.

Inherent efficiency of the free piston engine, and its adaptability to design with non-critical materials, cause Raviolo to regard this engine type with a bit more optimism. However, many vexing problems also were said to remain in developing the free piston unit to a status of commercial readiness for passenger cars.

On such points of theory and practicality, as well as many fine technical details, the argument of turbine versus free piston engine goes back and forth, with many claims and counter-claims.

• • •

Turbine Plymouth—

Looking over Chrysler Corp.'s experimental gas turbine engine, as installed in an otherwise "stock" model 1956 Plymouth, are James C. Zeder, left, engineering vice-president, and George J. Huebner jr., executive engineer in charge of research.

Present Engine Not Dead

SUCH DISCUSSIONS often sound as though it is inevitable that one or the other type of powerplant will replace the conventional type of engine. Timetables for the changeover vary, but a popular guess places the engine conversion in the period of 1962 to 1970.

However, in the views of many engineers who are busily engaged in exploring the development potential for today's engine, such an assumption is unwarranted. To judge by the flow of publicity material, the present type of engine is on the way out.

Yet, if we listen to engine designers, they are not so sure. As a matter of fact, some leading engine men strongly doubt that either of the two widely discussed experimental turbine powerplants will replace present-day engines in volume production.

The truth is that, in industry thinking, the high-performance V-8 still has an enormous development potential and is a long way from being written off. Novelty alone is not sufficient justification for a costly, radical change. There must be positive advantages for both the manufacturer and the user.

Decisions by car manufacturers to adopt turbines or free piston designs will be made only after careful evaluation of advantages versus disadvantages of such powerplants, compared with the present and future highly developed Otto-cycle engines.

• • •

THE PRIMARY factor in all such business decisions is one of dispassionate economics: Production costs, operating costs, impact on vehicle design — and, above all, which type of engine will aid in building cars that will attract the most buyers.

Pertinent factors will, of course, include effects on vehicle first-cost and operating and maintenance expense, as well as on all-around performance and reliability.

The newer types of powerplants have an inherent advantage in their adaptability to sales promotion and advertising themes. Turbines and free piston engines, conceivably, may enhance sales appeal.

At first, it is entirely possible that any such engine change could attract customers. But, to hold up in the long run and not impose any penalty on the car maker, novelty of design alone is not sufficient.

A sweeping engine change of this magnitude must be predicated on solid reasons of design and engineering and economics—as there must be demonstrable advantages to keep the buyers coming back when the novelty wears off.

• • •

List Comparison Factors

STRIPPED DOWN to fundamentals, this means that, before any new kind of automotive engine can supersede the present piston engine it must:

(1) weigh less; (2) occupy less space; (3) be less costly; (4) be more economical to operate; and (5) give better vehicle performance.

These comparison criteria must be faced. Those who are enviously sniping away at the position held by today's engine are all too aware of this. Also, they know that the target is no "sitting duck." Constant improvements in all of the five factors named above make the current engine a fast-moving target — and one which always is moving in such a way as to make the engine substitution an increasingly difficult task.

The future course of the gasoline engine already seems to be fairly well charted. Compression ratios are given an annual "improvement factor" as fuel octane values rise. A steady compression ratio boost to the 12 to 1 level over the next decade seems probable.

Fuel injection has made its production debut on several 1957 cars, and the outlook is for gradual growth in acceptance of the new fuel systems. Eventually, it is anticipated fuel injection will replace the carburetor on most cars.

• • •

OTHER SIGNIFICANT innovations slated to boost the conventional piston engine's chances are turbo-supercharging and weight reduction through use of light metals.

At Doehler-Jarvis, A. F. Bauer, chief engineer, confidently asserts that production acceptance of the aluminum die cast engine block will push back the gas turbine for several years. According to Bauer, a water-cooled V-8 engine with cylinder block, cylinder heads, transmission, water pump and fan cast in aluminum would give a weight saving of approximately 230 pounds. This is, he says, even more weight saving than the 200-pound reduction anticipated from installation of a gas turbine.

To illustrate the impressive calibre of the potentialities for today's engines: Darl F. Carls, head of General Motors research staff automotive engines department, has stated that, if gas turbines or free piston engines had come into use 50 years ago, and were standard on today's cars—the inventor who could come up with an advanced version of our actual V-8 of today would stand an excellent chance of taking over the passenger car field.

Of course, there's always the outside chance that steam-powered or electric-driven autos may be revived in modern form—or an as yet undisclosed type of powerplant may come to dominate the scene.

All current automotive powerplant debates may be obviated if the nuclear scientist should succeed in achieving a technological break-through that would make atomic-powered vehicles feasible. Advertising men then could proclaim: "Fuel for entire car life included in original purchase price!"

• • •

AT PRESENT, it must be admitted that the outlook is dim for automotive nuclear engines. The most optimistic calculations indicate that radiation shielding requirements alone would give a minimum engine weight of seven tons.

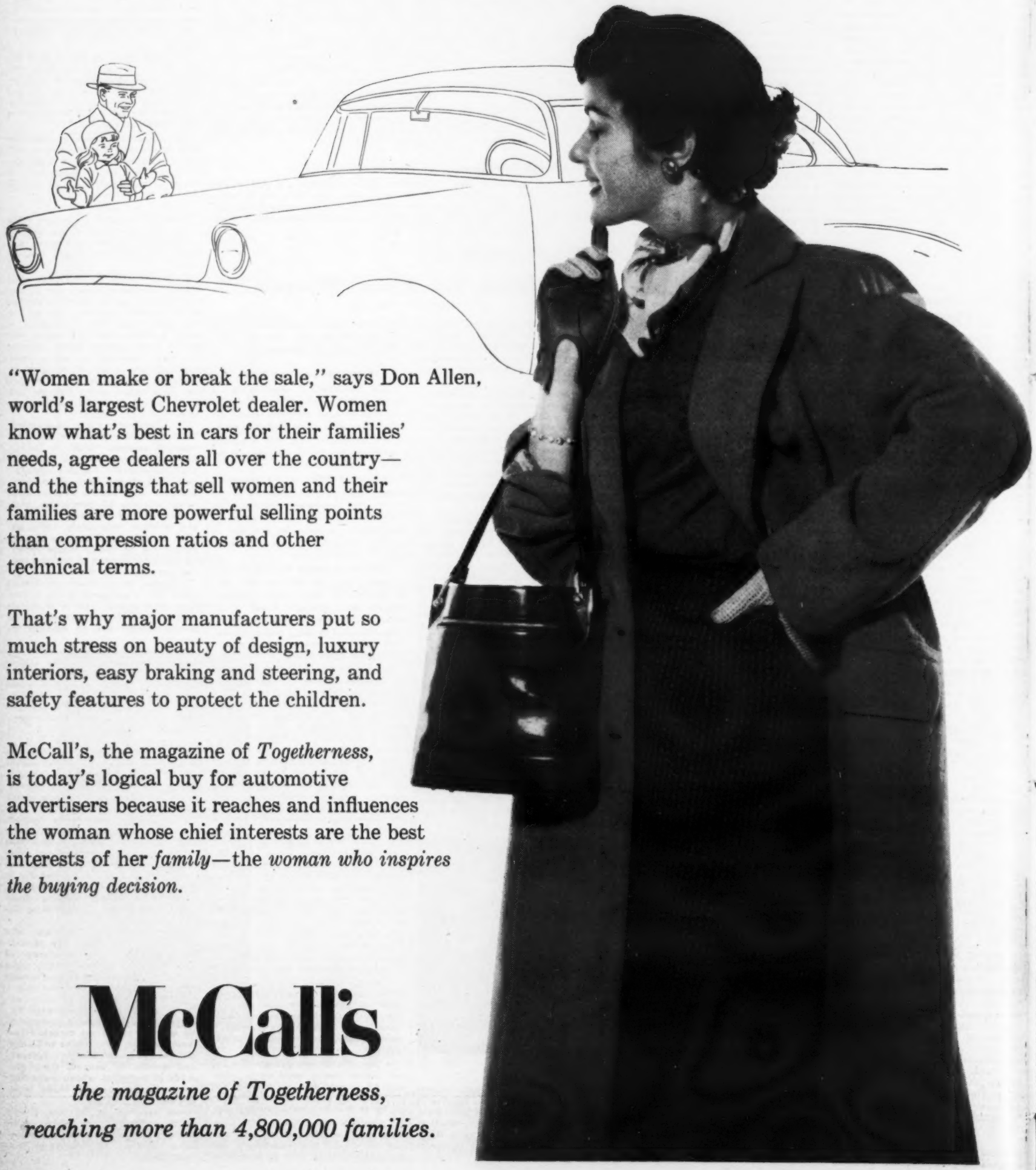
If not directly powered by compact, mobile nuclear reactors, there still is the possibility that automotive vehicles may profit by atomic developments that someday may make electricity so cheap that it will again encourage the industry to build electric-powered autos. In that far-distant era, an electric charging station might replace present gasoline filling stations.

Typical of visionary authorities, who have discussed such long-range possibilities, is Andrew A. Kucher, director of Ford's scientific laboratory. Talking about engineering progress that appears feasible within the next 100 years, Kucher said:

"One can conceive of cars run by electrical power generated by atomic reactors and propagated by microwave beams directed toward the car. The engine will consist of semi-conducting devices and motors of unusual design made of material whose magnetic properties exceed those now known."

Could be! And, in the face of such futuristic competition, the turbines — regenerative or otherwise, and the pistons—free or restrained, undoubtedly will beat a hasty retreat.

Family Power vs. Horsepower



"Women make or break the sale," says Don Allen, world's largest Chevrolet dealer. Women know what's best in cars for their families' needs, agree dealers all over the country—and the things that sell women and their families are more powerful selling points than compression ratios and other technical terms.

That's why major manufacturers put so much stress on beauty of design, luxury interiors, easy braking and steering, and safety features to protect the children.

McCall's, the magazine of *Togetherness*, is today's logical buy for automotive advertisers because it reaches and influences the woman whose chief interests are the best interests of her *family*—the *woman who inspires the buying decision.*

McCall's

the magazine of Togetherness, reaching more than 4,800,000 families.

AUTOMOTIVE NEWS FAMILY ALBUM

An industry is composed, in the last analysis, not of land, buildings or machinery, nor even capital invested, patents owned nor number of stockholders—

—An industry is the men who make it!

This feature of the Automotive News Almanac is therefore incorporated for the purpose of parading, face-to-face, the men who today are contributing their brains, their acumen and their energy to keeping "the world on wheels!"

The Editors.

ABELES, JAMES D., pres. of Purolator Prod., Inc., since 1955. Born New York City Mar. 24, 1916. M. I. T. Entered automobile business in 1940 at Newark, N. J. as cost engr. with Purolator Products.

ADAMS, JOSEPH E., vice-pres. of manufacturing, truck div. of White Motor Co. since 1956. Born Cleveland, O., 1913. M. E. Carnegie Inst. Technology. Entered automobile business in 1944 with present company as director of material control.

ANDERSON, JOSEPH A., with AC Spark Plug Division, General Motors Corp., as general manager since October, 1953. Born Ishpeming, Mich., Feb. 26, 1900. Entered automobile business in 1924 at Flint with AC Spark Plug Division as foreman of Speedometer inspection.

ARNOLD, CHARLES F., with Cadillac as chief engr. Born Harrison, O., Feb. 20, 1900. Univ. of Cincinnati. With Cadillac since Sept., 1925. Entered automobile business May, 1923, with Studebaker Corp.

BAITS, STUART G., vice-pres. and gen. mgr. of Special Products Div. American Motors Corp., since 1954. Born Dowagiac, Mich., Aug. 23, 1891. Graduate of Univ. of Michigan. Entered automobile industry in 1915 as draftsman with Hudson Motor Car Co.

ABERNETHY, ROY, vice-pres. chge. of automotive distribution and marketing of American Motors Corp. since 1955. Born in West Monterey, Pa., Sept. 29, 1906. Started in automobile business with Packard Pittsburgh distributor as shop apprentice in 1925 and became vice-pres. chge of sales, Nash Motors Div. in 1954.

AITKEN, MURRAY, with Dodge as operating mgr. of the Dodge Truck plant, since Oct. 15, 1956. Born Galt, Ontario, Canada, Nov. 19, 1910. Entered heavy motor vehicle industry in 1933 as design eng. with Kenworth Motor Truck Co.

ANDERSON, ROBERT, with Chrysler Corp. as exec engr. car chassis since 1957. Born Columbus, Neb., Nov. 2, 1920. Entered automotive industry as student in Chrysler's Institute of Engineering from which he earned a Master's degree in Automotive Engineering in 1948.

ARP, LEWIS B., vice-pres. and gen. mgr. of Bear Mfg. Co. since 1925. Born Tipton, Iowa, Jan. 10, 1907. Coe College.

BALDERSTON, WILLIAM, with Philco Corp. Pres. since June, 1948. Chairman of the Board since 1954. Born in Boise, Id., Dec. 13, 1896. Univ. of Wisconsin. Entered automobile business in 1929-30 with Auto Radio Corp., Long Island, N. Y.

ACKERMAN, PAUL C., with Chrysler Corp. as vice-pres. dir. of engrg. since 1956. Born Erie, Pa., Nov. 4, 1899. University of Michigan. Entered automobile business in 1922 with Maxwell Motor Co.

ALLAN, JAMES S., with Walker Mfg. Co. of Wis. as chmn. of the board since Jan., 1955. Born in Kirkwall, Scotland, 1889. Entered automobile business in 1924 at Racine, Wis., with Ajax Auto Parts Co. as asst. to pres.

ANDERSON, ROBERT E., with Batten, Barton, Durstine & Osborn, Inc., as vice-pres. in chge of Detroit office. Born Brooklyn, N. Y. Univ. of Pa. With BBD&O since 1936.

ASHTON, JAMES E., vice-pres. with J. W. Mortell Co. since 1942. Born Chicago, Ill., Aug. 14, 1899. Tech. high school. Entered automobile business in 1919 at Chicago with Yellow Truck & Coach Mfg. Co. as mechanic.

BALDWIN, WALTER D., with United States Rubber Co. as exec. asst. to gen. mgr. since 1956. Born in California on Jan. 16, 1909. Univ. of Calif. B.S. degree. Entered rubber business in 1932 at Spokane, Wash., with United States Rubber Co., as salesman.

ADAIR, J. DOUGLAS, with Kent-Moore Organization, Inc., as pres. since 1947. Born Ardmore, Pa., May 24, 1918. Dartmouth. Entered automobile business in 1946 at Detroit with Kent-Moore Organization, Inc., as exec. asst.

ALLEN, WADE W., president of Allen Electric and Equipment Co. since 1956, dir. since 1957. Born Altringham, England, April 15, 1912. Mich. State Coll., B.S. degree, Univ. of Chicago, M.S. degree. Entered automobile business in 1945 with Allen Electric and Equipment Co.

ANDERSON, WENDELL W., with Bundy Tubing Co. as pres. and treas. since 1929. Born Detroit, Mich. 1901. Detroit U. school, Hill school, Yale, A.B. Alpha Delta Phi. Entered automobile business in 1929 in Detroit with Bundy Tubing Co.

ATHANSON, WILLIAM J., with Jarecki Engrg. Co. as vice-pres. chg. of sales, on bd. of dir. Formerly with National Automotive Fibres, Inc. Born Feb. 1, 1909. Univ. of Detroit. Entered automobile business in 1927 with Briggs Mfg. Co.

BALLANTYNE, ALAN A., with Monroe Auto Equipment Co. as adv. mgr. since 1948. Born Perrysburg, O. Ohio State Univ., B.S. degree. Entered automobile business in 1943 at Toledo, O., with Electric Auto-Lite as asst. to adv. mgr.

ADAMS, CLARK M., vice-pres. of The Electric Auto-Lite Co., since 1948. Born June 18, 1896. Case School of Applied Science. Entered automobile business in 1919 with W. G. Nagel Electric Co.; later became vice-pres. of Moto-Meter Gauge and Equipment Co., which merged with Auto-Lite in 1934.

ALLISON, DOUGLAS F., programming mgr. of Lincoln Div., Ford Motor Co., since 1955. Born Windsor, Ont. Univ. of Detroit, B. A. E. degree. Entered automobile business in 1946 at Detroit with Ford Motor Co.

ANZICK, ANTHONY J., with Anzick Manufacturing Co. as pres. since 1940. Born Elkland, Pa., Feb. 18, 1912. Entered automobile business in 1930 at Detroit, Mich.

AULT, THOMAS J. pres. and gen. mgr. of Long Manufacturing Div., Borg-Warner Corporation, since 1954. Born Portland, Indiana, June 23, 1911. U.C.L.A., B.A. degree. Entered automobile business in 1935 at Muncie, Indiana, as trainee with Warner Gear Division, Borg-Warner Corporation.

BANCROFT, RICHARD H., with Perfect Circle since Apr. 1, 1953 as division manufacturing manager over Perfect Circle's four Indiana casting plants; pres. of Centrifugal Foundry Co. Born Springfield, O., June 25, 1903. Ohio State Univ. B.Ch.E. Entered automobile business in 1931 with Perfect Circle as research engr.

ADAMS, CLYDE M., with Bohn Aluminum & Brass Corp. since 1924. Elected director 1949. Elected vice-president Dec. 28, 1954. Born Topeka, Kans., July 13, 1890. Univ. of Kansas. Entered automobile business in 1915 at Detroit with Aluminum Castings Co. as stores clerk.

ALLMAN, LESLIE C., Pres. of Allman Co., Inc. Born and educated in Indiana. Entered automobile business with Fruehauf Trailer Co. as sales prom., adv. mgr. in 1929.

APPLEMAN, ROY H., with Chrysler Division, Chrysler Corp., on staff of pres. since 1952. Born Put-in-Bay, Apr. 29, 1896. Entered automobile business in 1914 in Flint, Mich. With Chrysler Corp. since 1925.

BACHMAN, BENJAMIN B., with White Motor Co., Autocar Div. as dir. of engrg. since 1929. Born in Philadelphia. General schooling. Entered automobile business in 1905 with Autocar as draftsman.

BANNISTER, JOHN G., President of National Automotive Fibres, Inc., since April, 1955. Born Berkeley, Calif., Oct. 27, 1913. St. Mary's College of California, B.S. degree. Entered automobile business in 1938 at Oakland with National Automotive Fibres, Inc.

ADAMS, FRED W., director of automotive advertising and merchandising of American Motors since 1956. Born Kalamazoo, Mich., July 11, 1910. Graduate of Western Michigan College. Started in automobile business with Packard in 1941 and became adv. mgr. in 1948.

ANDERSEN, GEORGE B., mgr. of auto. refinish sales, Ditzler Color Div., Pittsburgh Plate Glass Co., since 1957. Born Merrill, Wis., Aug. 21, 1905. Entered automobile business in 1925 at Racine with Nash Motors Co.

ARCHAMBAULT, BENNETT, pres. of Stewart-Warner Corp. since 1954. Born Oakland, Calif., Nov. 20, 1909. Massachusetts Institute of Technology, S.B. degree. Entered automobile business in 1954 at Chicago as president of Stewart-Warner.

BACON, THOMAS P., president of Bacon Vulcanizer Mfg. Co., Oakland, Calif. Born in Calif. Mar. 2, 1911. Calif. College of Business. Entered the mold mfg. business in 1930 and pioneered the development of aircraft tire recapping machinery.

BARBER, B. NEWTON, gen. merch. mgr. of Oldsmobile Div. since 1956. Born Beaver Dam, Wis., Sept. 14, 1899. Kemper and St. Johns Military Academies. Entered automobile business in 1941 at Oakland, Calif., with Oldsmobile Div.

ADAMS, J. L., vice-pres. in charge of sales of Reo Motors, Inc., since 1954. Born Grand Rapids, Mich. Washington and Jefferson College, Univ. of Michigan. Entered automobile business in 1946 at Chicago as a sales representative for Bohn Aluminum Co.

ANDERSON, EDMUND E., dir. of automotive styling of American Motors Corp. since 1955. Born South Boardman, Mich., June 4, 1906. Graduate of Univ. of Detroit. Entered automobile business in 1935 as designer for General Motors Corp. Formerly was chief stylist of both Oldsmobile and Chevrolet before oining Nash in 1950.

ARMACOST, ROBERT SHAW, pres. of Armacost Motors, Inc., since Sept. 10, 1923. Past Pres., National Automobile Dealers Assn. Born Cincinnati, O., Jan. 27, 1899. Entered automobile business Jan., 1920, at Cincinnati with Studebaker distributor as used-car salesman.

BAEHLER, OSCAR H., vice-pres. and gen. mgr. of National Market Reports, Inc. since 1954. Publ. of Automotive Service Digest. Formerly VP & Gen. Mgr. Butler Motors, Inc. Born St. Louis, Mo., March 17, 1894.

BARBY, CHARLES E., mgr. of Automotive Sales Fiber Glass Div. since 1956; dist. sales mgr. Pittsburgh Plate Glass Co. since 1951. Born St. Louis, Missouri, March 9, 1913. Central College, B.A. degree. Entered automobile business in 1951 at Detroit in present capacity.

AUTOMOTIVE NEWS FAMILY ALBUM

BARDSLEY, P. E., sales and serv. mgr. of Delco-Remy Div., General Motors, since 1954. Born Fall River, Mass., 1904. Norwich Univ. Entered automobile business in 1926 at Anderson, Ind. as student engr. with Delco-Remy Div.

BAUBIE, JAMES A., with Chrysler Corporation as Dir. of Public Relations Services since 1956. Born June 19, 1907 at Detroit. Entered automobile business in 1951 with Chrysler Corporation as manager of Press Information Services.

BAYNE, JOSEPH E., member dealer policy board, Ford Motor Co., since 1956. Born Detroit, Jan. 15, 1902. Detroit Junior College. Entered automobile business in 1924 at Detroit with John H. Thompson Co. as retail salesman.

BEACHAM, CHARLES R., gen. sales mgr. of Ford Div. since 1956. Born McRae, Ga. Entered automobile business in 1926 at Jacksonville as travelling rep. for Ford Motor Co.

BEATTY, WILLIAM H., with R. L. Polk & Co. as vice-pres. and gen. mgr. Born in Ossian, Ind., Feb. 27, 1903. Univ. of Illinois, A. B. degree. Entered automobile business in 1927 at Detroit with Associated Press as staff correspondent.

BARNES, JAMES H. JR., asst. gen. sales mgr. of sales planning and analysis, Lincoln Div., Ford Motor Co., since 1955. Mass. Inst. of Tech. Entered automobile business in 1947 with Ford Motor Co. as procedures analyst.

BAUMAN, JOHN NEVIN, with White Motor Co. as pres. since 1956. Born in Jeanette, Pa., March 11, 1899. Bucknell, Mich. M. E. Entered automobile business in 1922 in Cleveland, O., with White Motor Co. as technical apprentice.

BAZNER, MARTIN W., with Ammco Tools, Inc., as vice-pres., sales mgr. since 1947. Born in Chicago, Ill., Sept 6, 1900. St. Johns Military Acad., Delafield, Wis. Entered automobile business in 1941 in New England with Ammco Tools, Inc., as dist. sales mgr. Director, National Standard Parts Assn.

BEATTY, JOHN T., with United Specialties Co. as president since 1939. Born in Muncie, Ind., Mar. 13, 1901. Princeton, B.S. Entered automobile business in 1929 at Chicago, Ill., as vice-pres. of United Air Cleaner Co., now a division of United Specialties Co.

BECK, DANIEL L., Executive personnel specialist, sales trainer, and sales consultant. Born Denver, Col. Colorado School of Mines, E.M. degree. Entered automobile business in 1921 at Denver as retail salesman. Auto factory sales exec. 1931-1945. Entered own business in 1945.

BARNO, PETER S., dir. of indus. rel., Studebaker-Packard Corp. Born May 24, 1912. Joined Packard Motor Car Co. in 1952.

BARR, HARRY F., with Chevrolet Motor Division as Chief Engineer since 1956. Born Enid, Okla. 1904. Joined Cadillac after graduation in 1929. Served as Chief Engineer of Cadillac tank plant and assistant chief engineer of Cadillac prior to joining Chevrolet in 1952.

BARRETT, HARRY B., with Barrett Equipment Co., since 1929, president and owner since 1935. Born in Illinois, Apr. 10, 1903. Business Administration, Brown's College. Entered automobile business in 1922 with Hollins and Arrousez Engineering Co., Los Angeles, Calif. and later became sales manager and chief engineer.

BARRETT, WILLIAM R., with Rinshed-Mason Co. as vice-pres., gen. mgr. since 1952. Born in Allegan, Mich., May 30, 1918. Mich. State Coll., B.S. Chem. Engr.

BARTELL, CLARENCE C., with Timken-Detroit Axle Division, Rockwell Spring & Axle Co. as vice-pres. in charge of sales of axles and related equipment since 1953. Born Catawba Island, O. Oct. 11, 1907. Ohio State Univ. Entered automobile business in 1939 at Detroit with the Timken-Detroit Axle Co. as sales engineer.

BARTHOLOMEW, EARL, with Ethyl Corp. since 1926; staff executive since 1951. Born in Norman, Okla., Jan. 1, 1901. Univ. of Oklahoma. A.B., B.S. in M.E., M.S. in M.E. Entered automobile business in 1926 in Yonkers, N. Y., with Ethyl Corp. as head of Automotive Research Div.

BASTER, FOREST S., with White Motor Co. as vice-pres. in charge of engrg. since March 26, 1941. Born Gates Mills, O., Nov. 12, 1896. Case Institute of Technology. B. S. Entered automobile business in 1919 at Detroit with Packard Motor Car Co. as asst. engr. of design analysis.

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High-Strength Steel

AUTOMOTIVE NEWS FAMILY ALBUM

BEHRMAN, RICHARD E., prod. mgr., tire division of United States Rubber Co., since 1955. Born Mattoon, Ill. Entered rubber business at Indianapolis, Ind., in 1922.

BELFIE, ALBERT H., with Buick Motor Div. as general sales manager. Born in Dollar Bay, Mich., in 1900. Mich. Coll. of Mines. Entered automobile business in 1919 at Lansing, Mich., with Oldsmobile as clerk.

BELTZ, LESTER L., chief engr.,-prod. engrg. office, parts and equip., Ford Motor Co., since 1957. Born Lansing, Mich., Feb. 19, 1898. Entered automobile business in 1921 as lab. tech. for Reo Motor Co.

BENEDICT, JOHN T., engineering editor of Automotive News since 1954. Born Dilles Bottom, O., Aug. 18, 1922. University of Detroit, engineering degree. Entered automobile business in 1946 at Detroit with General Motors Experimental Engineering as test engineer and writer.

BENNETT, J. DOUGLAS, with Fawick Corp. as assistant to president and general manager of Fawick Brake Division since 1951. Born Jersey City, N. J. Nov. 17, 1917. U. of M. B.S.M.E. degree. Entered automobile business in 1944 at Philadelphia with Empire Tractor Co. as vice president in chge. of engrg.

BEISER, RICHARD E., with National Automobile Transporters Assn. as gen. mgr. since 1944. Born Campbell county, Ky., Dec. 26, 1900. Univ. of Kentucky. Entered automobile business in 1924 at St. Louis, Mo., with Johnson Auto Co. (Ford) as parts dept. mgr.

BELL, FREDERICK J., exec. vice-pres. of the National Automobile Dealers Assn. since 1953. Born Norfolk, Va., Sept. 5, 1903. United States Naval Academy.

BENDER, ROY B., general service manager of Studebaker-Packard Corp. since 1954. Born Grantsville, Md., Nov. 26, 1903. Allegheny College. Entered automobile business in 1924 with Ford Motor Co. as billing clerk.

BENNETT, GEORGE, president and general manager of Borroughs Manufacturing Company since 1955. Born Bottineau, N. D., Dec. 19, 1910. General Motors Institute, B.I.E. degree. Wayne University, M. B. A. degree. Entered automobile business in 1928 at Flint with Chevrolet Division.

BENTLEY, CALVIN P., chmn. of the bd. of The Mitchell - Bentley Corp. Born Owosso, Mich., May 28, 1883. Univ. of Mich. Entered automobile business in 1950 with Ionia Mfg. Co. as vice-pres. and dir.

BERG, HAROLD R., with Ethyl Corp. as sales coordinator since 1955. Born Manchester, N. H., Apr. 14, 1905. University of N. H., B.S.M.E. Entered automobile business in 1928 as field rep. with Ethyl Corp.

BERK, WILLIAM, pres. of Supersite Corp. since 1948. Born in Poland, Sept. 30, 1892. Entered automobile business in 1915 at New York as pres. of American Auto Lamp Co.

BERNARD, HARRY, with Mack Trucks, Inc. as dir. of service since Jan., 1956. Born Montreal, Can., Nov. 28, 1901. Brown Univ., ScB. degree. Entered automobile business in 1917 at Providence, R. I., with Broadway Sales Co. as stock clerk.

BERNITT, E. W., vice-pres. of automotive operations, American Motors Corp., since 1956. Born Detroit, Mich., June 5, 1910. University of Detroit, B.M.E. degree. Entered automobile business in 1935 at Detroit as plant engineer of Plymouth Division.

BERRY, W. S., dir. of automotive research for American Motors Corp. since 1956. Born in Philadelphia Feb. 19, 1906. Cornell University M.E. degree. Entered automobile industry in 1929 with Nash as trainee.

BETTE, A. J., with Johns-Manville Corp. since 1930, as mgr. of friction materials since Jan., 1953. Born New York, 1907. Manhattan Coll., N. Y. Univ.

BIGELOW, J. J., with Sparton Automotive, div. of Sparton Corp. as sales mgr. since 1949. Born Hazleton, Pa., July 16, 1897. Carnegie Tech. Entered automobile business in 1917 at Hazleton, Pa., with Automotive Supply Co. as salesman.

N-A-X FINEGRAIN is a low-alloy, high-strength steel with many diversified applications in modern metals design. Compared with carbon steel—

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AUTOMOTIVE NEWS FAMILY ALBUM

BIGGERS, JOHN D., with Libbey-Owens-Ford Glass Co., as pres. since 1930. Chairman since April, 1953. Born St. Louis, Dec. 19, 1888. Univ. of Michigan, A. B., L.L.D. degrees. Entered automobile business in 1926 at London, Eng., with Dodge Bros. Britain Ltd., as mng. dir.

BILLINGHAM, RAY, adv. rep. for Automotive News since 1951. Born Hudson, N. Y. Entered automobile business in 1937 at New York as automotive ad writer for Motor Age and Motor World.

BISCHOFF, F. G., dir. of distribution of Plymouth Div. since June, 1953. Entered automotive industry in 1923 with Maxwell-Chalmers, predecessor of Chrysler Corp. Associated with the Plymouth distribution dept. since 1928.

BLACK, ROBERT D., with Black & Decker Mfg. Co. since 1917. Now serving as chmn. of bd. and pres. Born in White Hall, Md., in 1896. Attended Northeastern College, Boston. Entered automobile business in 1917 at Towson, Md., as screw machine operator with Black & Decker.

BLAIR, ROBERT F., asst. gen. sales mgr. in charge of eastern and central regions of Buick Motor Div. Born West View, Pa., 1914. Entered automobile business in 1941 as serv. adjuster in Buick's Pittsburgh zone office.

BIGGERS ROBERT L., with Chrysler Corp. as pres. of Fargo Div. since 1937. Born in Webster Groves, Mo., Jan. 8, 1897. Univ. of Mich. Entered automobile business in 1919 with Graham Bros. at Evansville, Ind. With Chrysler Corp. since 1925.

BIRD, WILLIAM J. with Chrysler Corp., as staff exec. - automotive group, since 1956. Born Holden, W. Va., Oct. 9, 1909. Grad. Univ. of Mich., 1933, B. S. civil engrg. and trans. Associated with automobile business since 1934 when he joined Dodge Div., Chrysler Corp., in traffic department.

BISHOP, MARDEN R., director of public relations for Willys Motors, Inc. Born in Ohio, 1912. Ohio State Univ. Entered automobile business in 1945 with Willys - Overland Motors.

BLACK, ROBERT F., with White Motor Co. as chairman of the board since 1956. Born Harrisburg, Pa., Nov. 2, 1889. Mercersburg Acad., Princeton. Entered automobile business in 1910 at New York with Mack Truck Co. Inc. as factory worker.

BLANCHARD, DONALD D., with Society of Automotive Engineers since 1936 as staff engineer. Born in Ontario, Can., in 1895. Columbia Univ., E.E. degree Sigma Nu, Tau Beta Pi. Entered automobile business in 1920 with Motor World as asst. tech. editor.

BLANCHARD, LYLE W., mgr. of Industrial Engineering of Plymouth Division, Chrysler Corp., since Jan., 1956. Born Newberry, Mich., 1913. M.E. degree. Was associated with Ford Motor Co. prior to joining Plymouth.

BLANCHARD, WALTER E., with Ford Motor Co. as advertising assistant since 1942. In charge of truck advertising, Ford Division. Born in Detroit, Mich. Entered automobile business with Hupp in 1914.

BLANK, WILLIAM E., with The Electric Auto-Lite Co. as vice-pres. in charge of replacement sales since 1955. Born in Newport, Ky., Aug. 20, 1900. Entered automobile business in 1921 at Cincinnati, O.

BLUME, NEIL L., Engrg. Dir., Edsel Div., Ford Motor Co. since 1955. Born Ionia, Mich. Michigan State Univ., B.S. degree. Entered automobile business at Lansing, Mich. in 1931 as a draftsman for Oldsmobile Div. of General Motors Corp.

BODKIN, EDWIN O., with McCord Corp. as adv. mgr. since 1923. Born in London, Ont., Aug. 25, 1897. London C. I., Toronto Univ. Entered automobile business in 1918 at Detroit with Packard Motor Car Co. as transp. engr.

BOESCHENSTEIN, HAROLD, with Owens-Corning Fiberglas Corp. as pres. and dir. since Nov., 1938. Born Edwardsville, Ill., July 21, 1896. Univ. of Ill., '20, A.B.

BOGAN, B. W., exec. engr., auto group, Chrysler Corp., since 1956. Born Lafayette, Ind., Jan. 21, 1909. Purdue Univ., B.S., M.E. degrees. Entered automobile business in 1933 as student engr. at Chrysler Corp.

Baltimore's old "mud stadium" built in 1921, was called a "white elephant", it was so seldom used.

But . . .

Baltimore Has Changed!

Baltimore's new doubledeck stadium is today the home of the American League Orioles and the NFL Colts!

To Sell The New Baltimore, Use The Paper More Than Half The New Baltimore Reads!

If you've been thinking of Baltimore as just an ultra-conservative "Old Line Town" now's the time to change. Because *Baltimore Has Changed.* Baltimore is definitely a "big league" market.

A new stadium, new industrial plants, new shopping centers, new residential areas, new people, new buying habits! And most important to you . . . new reading habits. Today . . . more than half of Baltimore's families read the News-Post, ABC figures confirm this fact.

Yes . . . *Baltimore Has Changed.* So when you're planning your advertising in this market during 1957, (if you are not already using the News-Post) may we suggest you change . . . to the News-Post!

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First in the Heart of Maryland

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE INC.—OFFICES IN 15 PRINCIPAL CITIES

AUTOMOTIVE NEWS FAMILY ALBUM

BOLEN, EDWARD P., vice-pres. in charge of engrg. of National Automotive Fibres, Inc. since 1929. Born Ionia, Mich., July 15, 1892. Pere Marquette School of Drafting. Entered automobile business in 1916 at Grand Rapids as asst. supt. of trim. at Hayes Body Corp.

BOLL, JOHN A., sales mgr., Gillette tire division of United States Rubber Co., since 1950. Born March 21, 1900. Entered the rubber business in 1926 as a credit man in U. S. Rubber's New York office.

BOLLES, J. H., dir. of sales and engrg., Delco-Remy Div., General Motors Corp. Born Bowling Green, Ohio, April 10, 1898. Ohio Wesleyan Univ. Entered automobile business in 1920 with Delco-Remy Div.

BORG, GEO. W., with Borg-Warner Corp. as dir. since 1929; Borg & Beck div. chmn. of Supervisory board. Also chmn. of bd. of The George W. Borg Corp. Born in West Burlington, Ia., 1887. Public schools. Entered automobile business in 1913 at Moline, Ill., with Borg & Beck Co. as vice-pres.

BOSWORTH, CHARLES E., gen. pur. agent of Ford Div. since Jan., 1956. Born Denver, Colo. Occidental College. Entered automobile business in 1918 with Ford Motor Co.

BOUDREAU, JAMES E., with Ethyl Corp. as public relations director since 1951. Graduate of U. S. Military Academy. Entered automobile business in 1930 with Ethyl Corp. as field representative.

BOWERS, JOHN R., car adv. mgr., Ford Div., Ford Motor Co. Born Detroit, Mich. Dartmouth, Tuck School of Bus. Adm., M.B.A. degree. Entered automobile business in 1946 with Brooke, Smith, French & Dorrance, Inc.

BOWIE, CHESTER EUGENE (CHET), with Mercury Div. as sales mgr., gen. marketing office, since 1956. Born in Cincinnati, O., Dec. 30, 1906. Drake Univ. Entered automobile business with Ford as clerk in 1929.

BOYD, VIRGIL E., field sales mgr. of American Motors Corp., since 1956. Born Benton, Kans., July 8, 1912. Univ. of Michigan. Entered automobile business in 1931 as asst. accounting mgr. for General Motors Acceptance Corp.

BOYES, DONALD L., with Hyatt Bearings Div. as gen. mgr. since Dec., 1953. GM Inst., Mass. Inst. of Tech. Entered automobile business as student at GMI on June 18, 1928 doing cooperative work at AC Spark Plug Div.

BRACKEN, D. J., gen. mfg. mgr. of Mercury Div., Ford Motor Co., since 1953. Born in Kansas City, Mo., on Aug. 16, 1911. Entered automobile business in 1928 with GM as engineering student.

BRADEN, E. M., with Chrysler Corp. as central area dir. of field operations - group marketing, since 1956. Born Limon, Colo., Nov. 5, 1910. Entered automobile business 1941 with Dodge Division, Chrysler Corp., as Pittsburgh District manager.

BRADLEY, ALBERT, chmn. of bd. of General Motors Corp. since 1956; with GMC since 1919. Born Blackburn, Eng., May 29, 1891. Dartmouth, B.S.; Univ. of Mich., A.M., Ph.D. Entered automobile business in 1919 at Detroit with General Motors Corp. as asst. to compt.

BRADLEY, DAN T., vice-pres. of engrg.-sales, Clevite Harris Products, Inc., unit of Clevite Corp. Born Grand Rapids, Mich. Oberlin College. Entered automobile business in 1922 with Paige Detroit Motor Co.

BRADLEY, HOWARD E. JR., adv. rep. for Automotive News since 1954. Born Jersey City, N. J., Oct. 2, 1926. St. Peter's Coll., B.S. degree. Entered automobile business in 1954 at N. Y. with Automotive News.

BRADLEY, THOMAS, pres. of Sheller Mfg. Corp. since 1953, vice-pres. since 1940. Born Atlantic City, N. J., Oct. 12, 1894. Entered automobile business in 1911 at Detroit as clerk for Paige-Detroit Motor Car Co.

BRADSHAW, JAMES L., asst. gen. sales mgr. in charge of midwest, southwest & Pacific regions of Buick Motor Div. Born Pittsburgh, Pa. April 23, 1907. Carnegie Tech. Entered automobile business in 1926 as a clerk in the Pittsburgh zone office.

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Automotive Instrumentation

SKILLFULLY ENGINEERED

DISTINCTIVELY STYLED

PRODUCED UNDER QUALITY CONTROL

KS

KING-SEELEY CORPORATION

ANN ARBOR, MICHIGAN

AUTOMOTIVE NEWS FAMILY ALBUM

BRAENDEL, HELMUTH G., director of engr. and production since Aug., 1951, Wilkening Mfg. Co. Born West New York, N. J., Dec. 11, 1910. Stevens Inst. of Tech., M.E.; Inst. of Tech. of Darmstadt, Germany, M.M.E.; Chrysler Inst. of Engr. Entered automobile business in 1935 with Chrysler Corp. as student engr.

BRIGGS, JOHN H., with The Gabriel Co. as pres. since 1941. Born in Cleveland, O., in 1906. Yale grad. Harvard grad. Entered automobile business in 1940 with Gabriel.

BRINK, VICTOR Z., exec. asst. to gen. mgr., Lincoln Div., since 1956. Born Matlock, Ia. Univ. of Nebr., Columbia Univ. Entered automobile business in 1945 as vice-pres. of Continental Industries.

BROTHER, DORAN P., with D. P. Brother & Co. as pres. since 1934. Born in Missouri. Entered automobile business in 1918.

BROWN, CHARLES S., gen. pur. agent of Mercury Div., Ford Motor Co., since 1951. Born in Detroit Jan. 7, 1901. Entered automobile business in 1919 at Highland Park in drafting dept.

BRANDENBURGER, HERMAN H., with Wagner Electric Corp. as mgr. Automotive Parts Div. since Dec. 1, 1945. Born in St. Louis, Mo., Aug. 29, 1898. One year college. Entered automobile business in 1925 at St. Louis with Wagner Electric Corp. in Service Div.

BRIGHT, R. S., group vice-pres., basic mfg. of Chrysler Corp. since 1956. Born in Plaindealing, La., May 21, 1912. Graduated from Univ. of Tennessee. Entered automobile business with Chrysler in 1938.

BROGAN, E. B., mgr. of Rambler adv., American Motors Corp., since 1956. Born Marietta, O., on Nov. 30 1923. Duke University, Emory University. Entered automobile industry in 1951 with Nash Motors as asst. to the car dist.

BROWDER, GEORGE R., asst. sales mgr. in charge of the West, American Motors Corp., since March, 1956. Born Henderson, Ky., 1897. Entered automobile business in 1919 with General Motors sales department.

BROWN, HOLMES M., mgr. of public relations of Ford Division since 1953. Born Prescott, Kans. Iowa State College, B.S. degree business adm. Entered automobile business with Pennsylvania Rubber Co.

BRAUN, ADOLPH F., chief engr. of Rochester Products Div., General Motors Corp. since 1957. Born Dakota, Wis., Jan. 8, 1906. Univ. of S. Dak., B.S. degree in M.E. Entered automobile business in 1928 as student engr. with Buick Motor Div. of General Motors.

BREDIMUS, FRANK L., pres. Globe Hoist Co. Born Des Moines, Ia., May 9, 1907. Univ. of Iowa. Entered automobile business in 1937 with Globe Hoist Co., as assistant treasurer.

BREECH, ERNEST ROBERT, with Ford Motor Co. as chmn of bd. since Jan., 1955. Born in Lebanon, Mo., Feb. 24, 1897. Drury Coll. Walton Sch. of Comm.; C.P.A. degree, Univ. of Illinois. Entered automobile business in 1923 at Chicago with Yellow Cab Mfg. Co. as comptroller.

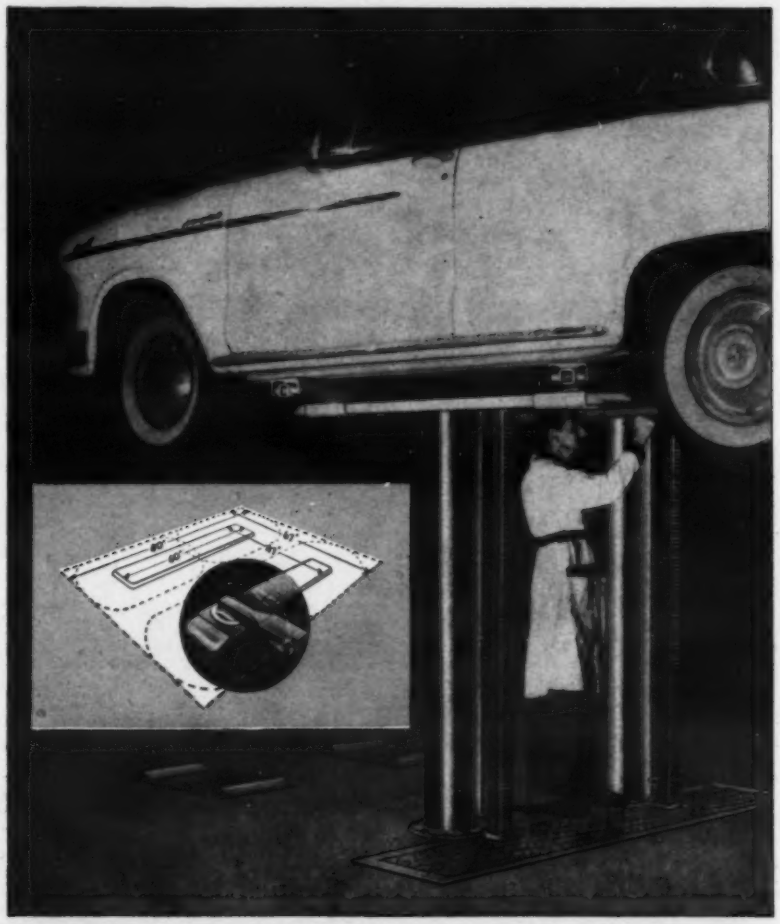
BREER, C. FRED, vice-pres. of sales of McCulloch Motors Corp. since 1951. Born Detroit, Mich., July 7, 1919. Stanford University. Entered automobile business in 1941 with Chrysler Motors.

BRENNAN, JOHN E., vice-pres. and group exec. of stamping and gen. mfg. group of Chrysler Corp. since 1956. Born Tomah, Wis., 1912. Univ. of Wis. With Chrysler Corp. since 1934.

BRIDGE, FRANK V., gen. sales mgr., Pontiac Div. since 1956. Born in Plankington, S. D., Jan. 22, 1904. Univ. of S. D., S. D. School of Mines. Entered automobile business as a Buick retail salesman at Rapid City, S. D., in 1930.

BRIGGS, CLARE E., with Chrysler Div. as vice-pres. in charge of sales. Born Port Huron, Mich., Aug. 25, 1901. Detroit Institute of Technology. B.Sc. degree. Entered automobile business in 1923 at Detroit with Paige-Detroit Motor Car Co. as clerk.

"Frame-Kontact" LIFTING

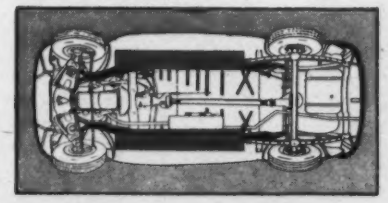


CONTINENTAL ADAPTERS, STYLED TO THE FUTURE, LIFT *ALL* CARS

Equipped with the new "Continental" Adapters, "Frame-Kontact" Hoists lift every car safely and easily. Adapter arm rotates 360° . . . provides completely flexible adjustment. Firm, solid, widely-spaced support is given the car frame . . . European cars, cars with "unitized" bodies, jeeps, light trucks, convertibles, even three wheelers are readily lifted.

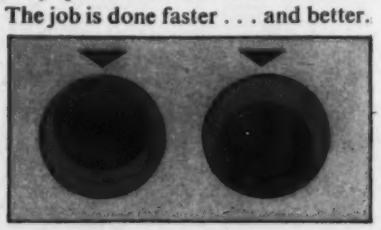
MAXIMUM ACCESSIBILITY

Frame-Kontact" design leaves the entire underbody completely accessible for lube and repair work. Wheels and suspensions hang free . . . all lube points, as well as mufflers, brakes, rear ends, springs, transmissions, and starters are within easy reach. Mechanics do better work faster . . . they can see and work without obstruction.



IMPROVED LUBRICATION

The diagram below shows the lubrication advantages offered by "Frame-Kontact" lifting. When a vehicle is lifted by the wheels or axles, the wear surfaces resist lube penetration. But when a car is lifted by a "Frame-Kontact" Hoist, suspensions are relaxed, wheels hang free, and lube fully penetrates all wear surfaces. The job is done faster . . . and better.



PAYS OFF MANY WAYS

When you install a "Frame-Kontact" Hoist you benefit by reduced servicing time on 75% of all repair jobs through maximum underside accessibility. Jobs move in and out faster, and you provide superior lubrication because wear points are opened up and more readily penetrated.

You have a better opportunity for extra sales and service. It's easier, when a car is up on a Hoist, to make a quick check for faulty parts and to suggest repairs and accessories to the customer.

FREE...

FOR PRESENT USERS!

The current issue of Globe Hoist Data Bulletin gives complete lifting instructions for 1957 cars. Write for your free copy.

AUTOMOTIVE NEWS FAMILY ALBUM

BROWN, J. L., JR., vice-pres. and asst. to the pres. of American Motors Corp., since 1954 and secretary since 1956. Born Winchester, Mass. Graduate of Harvard Graduate School of Business Adm. Entered automobile business in 1947 as asst. to vice-pres., Nash-Kelvinator Corp.

BROWN, WILLIAM A. JR., vice-pres. and gen. mgr. of Alemite and Instruments Divisions of Stewart-Warner Corp. since 1956. Born Kansas City, Mo., 1908. Albion College, A.B. degree, Mass. Inst. of Tech., S.B. M.E. degree. Entered automobile business in 1956 at Chicago in present capacity with Stewart-Warner Corp.

BUCHHOLZER, C. E., with Chrysler Corp. as pres. of Airtemp div. since Nov., 1950. Born Nov. 27, 1907, in Dayton, O. St. Claire College. Entered automotive business with Chrysler as a job setter in 1936.

BUGAS, JOHN S., with Ford Motor Co. as vice-pres., industrial relations since 1946. Born Rock Springs, Wyo., Apr. 26, 1908. Univ. of Wyo. LL.B., LL.D. Entered automobile business with Ford Motor Co., 1944.

BULL, ARTHUR W., dir. of tire develop. for U. S. Rubber Co. since 1946. Born Keeseville, N. Y., Ph. D. Cornell. Entered rubber business at Passaic, N. J., as a chemical engineer in 1928.

BROWN, WILLARD W., pres. of Cleveland Graphite Bronze Co., Div. of Clevite Corp. since 1955. Born Cleveland, O., June 11, 1915. Yale Univ. Entered automobile business in 1951 with Cleveland Graphite Bronze Co.

BROWNYER, NELSON R., with Rockwell Spring and Axle Co. as vice-pres. charge of serv. engrg. with Timken-Detroit Axle Division, Rockwell Spring and Axle Co. as vice-pres. since 1945. Born in Bay City, Mich., July 10, 1900. Entered automobile business in 1917 at Detroit with Paige Motor Car Co. as draftsman.

BUDD, EDWARD G., JR., with Budd Co. as pres. since 1946. Born in Philadelphia March 23, 1902. Wesleyan Univ., B.S. degree. Entered automobile business in 1923 at Philadelphia with Budd Co. as apprentice.

BULKELEY, MILTON, gen. mgr. of National Seal Div., Federal-Mogul-Bower Bearings, Inc., since 1956. Born 1897, Stanford, Harvard. Entered automobile business in 1942 as treas.

BULLARD, E. C., with The Bullard Co. Pres. and gen. mgr. Born in Bridgeport, Conn. Curtis School, Brookfield, Conn. Sheffield School of Yale, M. E. Entered automobile business in 1917 with The Bullard Co.

BURKE, JOSEPH D., with Universal Sales, Inc. as vice-pres. and gen. sales mgr. since 1950. Born Detroit, Mich. Western High School. Entered automobile business in 1909 at Detroit with E.M.F. Co. as student trainee.

BURNS, W. A., pres. of Trailmobile, Inc. Born Chicago, Ill., 1911. Univ. of Chicago. Entered automobile business in 1950 as vice-pres. and sales mgr. of Trailmobile.

BUSH, EARL J., with Diamond T Motor Car Co. as chmn. of bd. of dir. since 1956. Born in Topeka, Kans., May 12, 1891. Washburn College, Northwestern Univ. Entered automobile business in 1919 at Chicago with Diamond T Motor Car Co. as asst. sales mgr.

BUTLER, ALDIS P., vice-pres. of Young & Rubicam, Inc., since 1952. Born New Haven, Conn., Dec. 7, 1913. Dartmouth College, A.B. degree. Entered automobile business in 1955 at Detroit as contact supervisor and Detroit mgr. of Young & Rubicam, Inc.

BUTLER, ARTHUR C., Natl. Hwy. Users Conference, director since 1945. Born Newport, R. I., in 1904. Entered automotive field in 1930 in motor truck public relations, National Automobile Chamber of Commerce in New York.

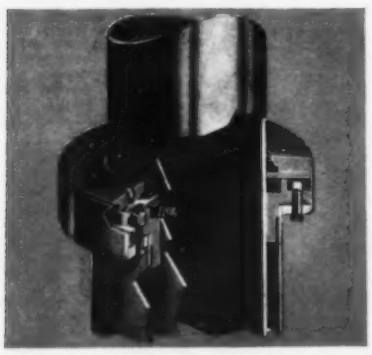
BUTTERFIELD, KENNETH C., with Chrysler Corp. as staff master mechanic since Nov., 1956. Born Sept. 6, 1911 in Lansing, Mich. Mich. State Univ. Entered automotive field in 1951 with Fisher Body Div. of General Motors.

BUZARD, R. M., with International Harvester Co. as manager of sales, Motor Truck Div., since December 31, 1953. Born Ashland, O. Ashland college. Entered automobile business in 1922 at Ashland, O., with International Harvester Co.

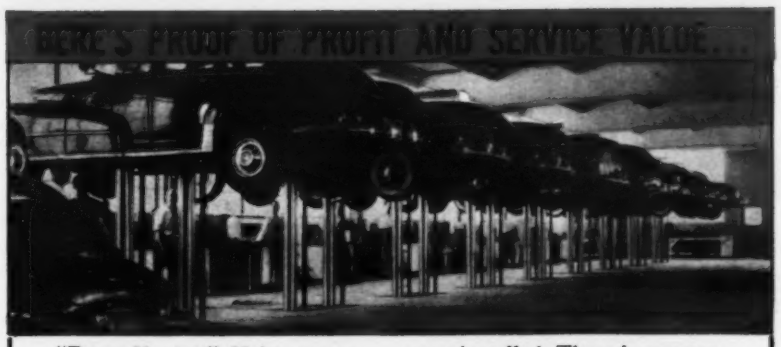
PAYS BIG DIVIDENDS!

OUTSTANDING PERFORMANCE RECORD OF GLOBE PACKING

The Globe "Surface-Packed" Cylinder gives Hoist users the maximum in trouble-free performance. Long-life packing, pioneered by Globe, keeps oil in, dirt and water out. Extra-smooth cylinder surface keeps packing wear at a minimum.



Performance tests of thousands of lifting operations under heavy loads, equivalent of up to 12 years normal use, prove the durability and the trouble-free, wear resistance of Globe's packing.



"Frame-Kontact" Hoist owners—whether they have one Hoist or a battery of twenty or more—are satisfied owners.

The Service Manager of the shop having the battery of 2-post "Frame-Kontact" Hoists shown above, reports: "We did a lot of investigating before we installed this battery of 'Frame-Kontact' Hoists. Everybody we called on was enthusiastic about their performance and qualifications. Now, we're enthusiastic, too. We've found them to be completely satisfactory in every way. They get the job done in a hurry and help keep the shop neat and clean."

A repair shop is convinced Globe "Frame-Kontact" Hoists give added impetus to orders: "In a typical month, we're writing twice as many orders as we did before our 'Frame-Kontact' Hoists were installed. There is no question in my mind that had we purchased lifts of *any other type*, a good portion of this increase would not have been possible."

A Milwaukee, Wisconsin, service station owner with a single-post "Frame-Kontact" Hoist says: "We couldn't get along without our 'Frame-Kontact' Hoist. It helps us get jobs done faster . . . keeps our customers happy with better service."

These examples are typical of the enthusiastic response found from coast to coast—and abroad—among users of Globe "Frame-Kontact" Hoists. If you would like further information about any of the world's most complete line of automotive or heavy-duty truck Hoists, simply write to: Globe Hoist Company, East Mermaid Lane at Queen St., Philadelphia 18, Penna.

COVERED BY GLOBE PATENTS

The world-famous principle of "Frame-Kontact" lifting was invented, patented, pioneered, and licensed by Globe Hoist Company. It is covered by U. S. Patents: 2458986—2593630—2583635 — 2612344 — 2612355 — 2654443. Other patents are issued and pending.

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AUTOMOTIVE NEWS FAMILY ALBUM

CALL, HARRY G., vice-pres. of The Electric Auto-Lite Co., since 1951. Born Mt. Sterling, Ohio. Ohio State Univ. Entered automobile business in 1926 as accountant with Brown Manufacturing Co.

CAMP, T. L., gen. mgr. of Federal-Mogul Service Div. Vice-pres. of Federal - Mogul - Bower Bearings, Inc. Born Atlanta, Ga., Apr. 22, 1905. Entered automotive field in 1925 with Automotive Gear Co. Joined Federal - Mogul in 1930.

CANTERBURY, JOHN S., mgr. of organ. and systems dept., Ford Div. since 1955. Born Marion, Ohio. Ohio Northern Univ. B.A. degree, Univ. of Denver, M.B.A. degree. Entered automobile business in 1951 with Ford Motor Div.

CARDOZE, HARRY E., JR., nat. used car mgr. of American Motors Corp. since 1954. Born Albany, N. Y., Feb. 24, 1899. Entered automobile business in 1916 as mechanic retail dealership.

CARLSON, LESTER F., with Oldsmobile Div., GMC, as dir. of adv. Joined GM in 1942. Entered automobile business in 1936 at Portland, Ore., with D. P. Brother Co., Inc., as pub. dir.

CALLAHAN, J. T., dist. mgr. of equip. sales of B. F. Goodrich Co. since 1942. Born Van Buren, Okla. Entered rubber business in 1928 with B. F. Goodrich Co.

CAMPBELL, L. J., with Firestone Steel Products Co. as vice chmn. of the board since 1957. Born Washington, D.C., Oct. 27, 1906. New York Univ., B.C.S. degree. With Firestone since 1942.

CAPPI, JOSEPH A., vice-pres. of The Electric Auto-Lite Co. since 1950. Born Norfolk, Va. New York Univ., Univ. of Toledo. Entered automobile business in 1925 at Brooklyn with Safe-T-Stat Co.

CARGILE, L. CLARE, former pres. Nat'l. Automobile Dealers Assn. Born Bentonville, Ark., 1894. Univ. of Arkansas, B.A. Kappa Sigma. Entered automobile business in 1923 at Texarkana, Ark., as dealer.

CARLSON, RAYMOND EARL, Tung-Sol Lamp Works, Inc., vice-pres. and dir. Born Bear Lake, Mich., Nov. 8, 1890. Univ. of Mich., B.E.E. Chmn. Soc. Auto Engrs. lighting committee. Vice - Pres., dir., Radio, Television Mfrs. Assn.

CARPENTER, FRANK G., gen. sales mgr. of Delco Products Div., General Motors Corp., since 1955. Born Baltimore, Md., Sept. 25, 1896. Univ. of Penna. Entered automobile business in 1922 as serv. mgr. of Klaxon Horn Co., General Motors Corp.

CARRIGAN, TRACY, mgr. of eastern operations of John Bean Div., Food Machinery & Chemical Corp., since 1933. Born Centralia, Ill., 1906. Univ. of Ill., B.S. degree. Entered automobile business in 1926 at Detroit as engine tester with Packard Motor Car Co.

CASERIO, MARTIN J., Dir. of Engrg., Research and Equip. Sales, AC Spark Plug Div., General Motors Corp., since 1957. Born Laurium, Mich. Mich. College of Mining and Tech., B.S. degree. Entered automobile business in 1937 at Flint in metal research dept. of AC Spark Plug Div.

CASS, ROBERT, with White Motor Co. as asst. to the pres. since 1951. With the firm since 1925. Born London, England, 1896. London Univ. Entered automobile business in 1925 with present company as engr. sec.

CASSERLY, JOHN P., mgr. national accounts, Automotive Div., Exide, Willard, Grant, The Electric Storage Battery Co. Born Far Rockaway, N. Y. Aug. 11, 1912. Rensselaer Polytechnic Inst., Univ. of Mich., E.E. degree. Entered automobile business in 1937 at Philadelphia with The Electric Storage Battery Co.

CASSIDY, K. D., group exec.-gen. prod., Ford Motor Co., since 1957. Born Detroit, Mich., Nov. 11, 1898. Entered automobile business in 1934 as cost accountant with Fisher Body Div.

CASTLES, DAVID E., pres. Castles Wilson Buick Co., St. Louis. Past pres. and regional vice-pres. NADA. Born Kansas City, Mo. Entered automobile business in 1909 at Dallas, Tex., with Buick in parts department.

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SCREW MACHINE
PRODUCTS

CORK AND
PLASTIC PRODUCTS

AUTOMOTIVE NEWS FAMILY ALBUM

CENZER, CARL W., exec. body engr. of American Motors Corp. since 1956. Born Bridgeport, Conn., June 14, 1908. Entered automobile industry in 1928 as body and chassis detailer with Dodge Bros.

CHRISTOPHER, RAYMOND F., with Sun Electric Corp. as vice-pres., dir. Export Div. Born Primghar, Ia., in 1897. Buena Vista, bus. adm. Entered automobile business in 1921 at Omaha, Neb., with O. L. Rhoades Co., as sales representative.

CLARK, RENSSELAER W., pres. of Hayes Metal Prod. Div., United Industries Corp., since 1940. Born in Hudson Falls, N. Y. Aug. 18, 1885. U.S. Naval Acad. Entered automobile business with Hayes Mfg. Corp. as pres.

CLEARY, JAMES M., with Roche Williams & Cleary, as vice-pres. since 1933. Born Hubbell, Neb., 1887. Univ. of Illinois, A.B. degree; Northwestern Univ., LL.B. Chicago Tribune 1907-1925; Studebaker 1925-1932; White 1933.

CLOUSER, WALTER A., with Muskegon Piston Ring Co. as vice-pres. in chge. of sales. Born in Philadelphia, Pa., 1897. Entered automobile business in 1914. Joined Muskegon Piston Ring in 1944 and became mgr. of the Detroit Office.

CHAMBERS, R. W., marketing analysis and planning mgr., gen. marketing office of Mercury Div., Ford Motor Co., since 1955. Harvard Univ., Dr. degree in marketing. Entered automobile business in 1950 at Detroit as mgr. of market research at Lincoln-Mercury Div.

CHURCHILL, HAROLD E., pres. of Studebaker-Packard Corp. Born Penn, Mich., July 4, 1903. Western State Teachers College; Univ. of Mich. Entered automobile business in 1925 with Dodge in Detroit. Joined Studebaker 1926, as a draftsman.

CLARK, WILLIAM E., general manager of the textile division of U.S. Rubber Company since 1951. Born Cannonsville, N. Y., Feb. 28, 1905. Entered rubber business at Binghampton with Standard Oil Co. of N. Y.

CLEMESON, GEORGE J., asst. gen. sales mgr. of Oldsmobile Div. Born Sept. 16, 1909 in Milwaukee, Wis. Joined GM in 1941 as insurance adjuster with Motors Insurance Corp. Began with Oldsmobile as district manager at Milwaukee in 1945.

COATS, GEORGE S., general marketing mgr. of Mercury Div., Ford Motor Co., since 1956. Born Crescoe, Ia. G. M. School of Technology, Cass Institute of Technology. Entered automobile business in 1938 with Ford Motor Co.

CHAPIN, ROY D. JR., exec. vice-pres. and gen. mgr. of Automotive Div., American Motors Corp., since 1956. Born Grosse Pointe, Mich., Sept. 21, 1915. Graduate of Yale Univ. Entered automobile industry in 1938 with engrg. dept. of Hudson Motor Car Co.

CHAPMAN, E. J., Pontiac asst. gen. sales mgr. since 1949. Born Dec. 27, 1902 at Oakland, Calif. Entered automobile field as San Mateo (Calif.) dealership sales mgr. in 1929. Attended St. Mary's College in Oakland.

CHASE, WILLIAM B., pres. of Shatterproof Glass Corp. since 1928. Born Unandilla Forks, N. Y., Sept. 17, 1896. Univ. of Mich., B.A. degree. Entered automobile business in 1919 at Detroit as buyer for Ternstedt Mfg. Co.

CHAYNE, CHAS. A., with General Motors as vice-pres. in chg. of engrg. staff. Born in Harrisburg, Pa., in 1898. B.S. from Mass. Inst. Tech. Theta Xi fraternity. Entered automobile business in 1926 at Williamsport, Pa., with Lycoming Mfg. Co. as exp. engr.

CHESEBROUGH, HARRY E., with Chrysler Corp. as dir. of prod. planning since Jan., 1957. Born July 13, 1909, in Ludington, Mich. Univ. of Mich. Entered automotive business as a student eng. with Chrysler in 1932.

CHRISTENSON, LEROY W., with The Cleveland Graphite Bronze Co., div. of Clevite Corp. since 1924; vice-pres. sales since 1948. Born Reno, Nev., Sept. 2, 1895. Entered automobile business in 1915 at Cleveland, O., with Grant Motor Car Co. as gen. mech.

CHRISTIAN, FRANK T., with Eclipse Mach. Div., Bendix Avia. Corp., as chief engineer since 1945. Born Elmira, N. Y., Jan. 5, 1907. Bucknell University, M. E. degree. Entered automobile business in 1929 with Eclipse Mach. Co. as engineer.

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AUTOMOTIVE NEWS FAMILY ALBUM

COBEY, HERBERT T., vice-pres. of The Perfection Steel Body Co. since 1949. Born Galion, Ohio, Oct. 2, 1917. Harvard Univ., B.S. degree. Entered automobile business in 1939 at Galion as salesman for The Perfection Steel Body Co.

COBEY, RALPH, pres. of The Perfection Steel Body Co., since 1950. Born Sycamore, Ohio, Aug. 15, 1909. Carnegie Tech., M.E. degree. Entered automobile business in 1930 at Galion as engr. with The Perfection Steel Body Co.

COHILL, JOHN L. vice-pres. of non-tire subsidiaries of The Firestone Tire & Rubber Co. since 1957. Born Altoona, Pa. Mar. 25, 1894. Carnegie Institute of Technology, Royal Military Acad., England, and Oxford Univ. Entered automobile business in 1920 in India with Firestone distributors.

COLBERT, L. L., pres. of Chrysler Corp. since Nov. 3, 1950. Born in Oakwood, Tex., June 13, 1905. Univ. of Tex., B.B.A.; Harvard Law School, LL.B. Entered automobile business in 1933 at Detroit with Chrysler Corp. as resident attorney.

COLE, EDWARD N., gen. mgr. of Chevrolet Div., General Motors Corp., since 1956. Born Marne, Mich., Sept. 17, 1909. Graduate GM Institute. Entered automobile business in 1933 as laboratory asst., Cadillac engineering dept.

COLE, JACK E., sales mgr., Equip. Sales Div., Raybestos - Manhattan, Inc., since 1952. Born New Albany, Indiana, Mar. 1, 1913. Univ. of Wis., PhB. degree. Entered automobile business in 1939 at Cleveland as dist. mgr. for Raybestos - Manhattan, Inc.

COLLINS, DON H., with Hastings Mfg. Co. and Casite Div. as dir. of adv. since 1946. Born in Hoopeston, Ill., Jan. 25, 1902. High school. Entered automobile business in 1920 at Indianapolis with Sidener-Van Riper Adv. as leg man for prod. (Eclipse Bendix Drive, Perfect Circle) dept.

COLLINS, ROBERT L., mfg. mgr. of Edsel Div., Ford Motor Co. since 1956. Born Mt. Vernon, N. Y. Univ. of Mich., B.S.E. degree. Entered automobile business in 1949 with Ford Div.

COLLINS, ROBERT T., gen. sales mgr. of New Departure Div., General Motors Corp., since 1953. Born Hartford, Conn., 1910. Alleghany College, Univ. of Penn., C. E. degree, Boston U. M.B.A. With New Departure Div. since 1941.

COLLYER, JOHN L., with B. F. Goodrich Co., Akron, O., as pres., 1939 to 1950; chmn. and pres., 1950 to 1954; chmn. of the board, 1954. Born in Chelsea-on-Hudson, N. Y., Sept. 18, 1893. Cornell Univ., M.E. Entered automobile business in 1923 at Buffalo with Dunlop Tire & Rubber Co. as vice-pres.

COLMAN, BEN, vice-pres. Evans Products Co., pres. Greenville-Evans Co.; vice-pres., National Defense Transportation Assoc. Born Mine LaMotte, Mo., Jan. 7, 1894. Univ. of Missouri. Entered automobile business in 1926 at Plymouth, Mich., as sales engr. of Evans Products Co.

COMPTON, RUSSELL R., Western div. sales mgr. of American Motors Corp., since 1955. Joined Nash in 1940 as district mgr. at Charlotte, N. C. Entered automobile business in 1929 at Charlotte with Chevrolet.

CONDE, JOHN A., mgr. of pub. rel. services, American Motors Corp., since 1956. Born St. Louis, March 25, 1918. Univ. of Missouri. Entered automobile industry in 1945 in pub. rel. dept. of Nash-Kelvinator.

CONDER, ROBERT W., with Chrysler Corp. as vice-pres. personnel since 1956 and dir. of industrial rel. since Feb., 1951. Born Indianapolis, Ind., Aug. 25, 1903. DePauw Univ., B.A.; Univ. of Mich. law school. Entered automobile business in 1936 in legal dept. of Chrysler Corp.

CONDON, JOHN T., dir. of Dealer Council and on president's staff of Chrysler Div., Chrysler Corp. Entered automobile business as parts mgr. for Maxwell Motor Co.

CONLAN, J. E., national truck manager of Chevrolet Motor Div., since Dec., 1956. Born in Toledo, O., and joined Chevrolet at Janesville, Wis., in 1940 as dist. mgr. Served as Zone and Regional Truck Mgr. at Chicago before coming to Detroit in January, 1955 as ass't. manager of National Truck Sales Dept.

CONLON, JAMES L., with Buick-Oldsmobile-Pontiac Div. of General Motors Corp. as gen. mgr. since May, 1952. Born Port Lambton, Ont., July 24, 1895. Univ. of Detroit. Entered automobile business in 1925 at Detroit with Ternstedt Div. as experimental mechanic and draftsman.

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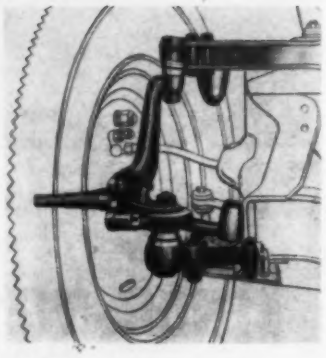

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AUTOMOTIVE NEWS FAMILY ALBUM

CONNER, RAY C., gen. mgr. of Automotive Products Div., Vickers, Inc., since 1956. Born Los Angeles, Calif., Nov. 11, 1916. U.C.L.A., Stanford Univ., B.S. degree in engrg., M.E. degree. Entered automotive engineering field in 1940 at Aberdeen Proving Grounds.

COUNTRYMAN, RALPH L., dir., vice-pres. and sales mgr. of Allen Electric & Equip. Co. since Jan., 1955. Born Mandan, N. D., June 6, 1904. Northwestern Univ., B.S. degree. Entered automobile business in 1925.

COURAGE, WILLIAM L., mgr. of marketing and analysis of American Motors Corp., since 1956. Born Harbor Grace, Nfld., Jan. 4, 1902. Entered automobile business in 1922 at Detroit with Hudson Motor Car Co. as secy. to stores mgr.

CRAIG, CHARLES W., dir. of pub. relations, Plymouth Div. since 1955. Born Peekskill, N. Y., Sept. 25, 1917. Became associated with Ivy Lee & T. J. Ross, pub. relations counsel for Chrysler Corp., in Detroit in August, 1946. Transferred to corp. pub. rel. dept. in 1951.

CRAWFORD, FREDERICK C., with Thompson Products, Inc., chmn. of the bd. since Apr. 1, 1953. Born Watertown, Mass., 1891. Harvard Univ., A.B., M.C.E. degrees, P.B.K. Society. Entered automobile business in 1916 with Steel Products Co., now Thompson Products, Inc.

COOPER, BERRY W., with General Motors Corp., gen. mgr. Delco Radio Div. Born Dec. 10, 1893, at Greenfield, Ind. Earlham college, and Ph.B., Univ. of Chi. Joined GM Aug., 1919 as accountant for Delco-Remy Div., Anderson, Ind.

COUPER, THOMAS, with L. A. Young Spring & Wire Corp., Detroit, as vice-pres. in chge. of sales and adv. since 1926. Born Toronto, Can., Nov. 8, 1905. Entered automobile business in 1925 at Detroit with Cadillac Motor Car Co. as timekeeper.

COWAN, ED., JR., national used car mgr. of Chevrolet Motor Div. since 1955. Born Detroit, Mich., May, 1898. Entered automobile business in 1935 as Detroit district rep. at Chevrolet Div.

CRAW, JAMES L., mgr. of indus. rel., Lincoln Div., Ford Motor Co. Born Flint, Mich. Flint Junior Coll., Univ. of Mich., B.A. degree. Entered automobile business in 1950 in personnel office of Ford Motor Div.

CREAMER, JOHN F., pres. of Wheels, Incorporated since 1920. Born Fall River, Mass., Dec. 19, 1894. Amherst College. Entered automobile business in 1916 at Detroit with Cadillac Motor Car Co.

COPE, JAMES, with Chrysler Corp. since 1944, as vice-pres. pub. rel. since 1952. Born in Genoa, Italy, in 1904. Entered automobile business in 1934 at Washington with Auto Mfrs. Assn.

COPELAND, ROBERT F. G., asst. gen. sales mgr. of Edsel Div., Ford Motor Co., since 1956. Born Indianapolis, Ind., Dec. 25, 1902. Entered automobile business in 1927 at Chicago with Chicago Herald-Examiner as automobile editor.

CORNELL, F. S., exec. vice-pres. of A. O. Smith Corp. since 1955. Born Montclair, N. J. July 13, 1899. Lehigh Univ., M.E. degree. Entered automobile business in 1945 at Milwaukee as asst. to the pres. of A.O. Smith Corp.

CORTRIGHT, J. A., vice-pres. in charge of sales; with Clayton since 1935. Born Seattle, Wash., Nov. 19, 1893. High school. Entered automobile business in 1914 at Salt Lake City, Utah, with Bertram Motor Supply Co. as stock clerk.

COSGRAVE, EARL J., vice-pres. of Sheller Mfg. Corp. Born Albany, N. Y., July 1, 1890. Entered automobile business in 1917 at New York as sales mgr. of a Ford dealership.

COSTELLO, JOSEPH A., with Ethyl Corp. as vice-pres. since 1949. Born Scranton, Pa., Dec. 27, 1900. Penn. State Univ. B. S. Entered automobile business in 1928 with Ethyl Corp. as field rep.

COTES, MERVIN F., with Motor Wheel Corp. as pres. and gen. mgr. since 1952. Born Peoria, Ill., Sept. 8, 1899. Univ. of Ill. B.S. degree. Joined Motor Wheel Corp. in Sept., 1932, as dir. of sales for the Duo-Therm Div.

AUTOMOTIVE NEWS FAMILY ALBUM

CRISMAN, NORRIS E. plant mgr. Confinental plant of Lincoln Div., Ford Motor Co., since 1956. Lawrence Tech, DIT, Wayne Univ. Entered automobile business in 1935 with Ford Motor Co.

CROCKETT, ALBERT G., dir. of sales development of Mack Trucks, Inc. since 1953. Born London, England, April 10, 1909. College of Preceptors, England, M.I.T., City College of N. Y. Entered automobile business in 1928 at New York as engineer at Mack Trucks, Inc.

CRONIN, WILLIAM J., with Automobile Mfrs. Assn. as mng. dir. since 1948. Born Andover, Mass., Dec. 28, 1892. Boston Univ., LL.B.; N. Y. Univ., M.B.A. Entered automobile business in 1933 at Detroit with Automobile Mfrs. Assn. as mgr., manufacturing dept.

CROWDER, CHARLES R., with Van Norman since 1929, pres. and dir. Van Norman Machine Co. since Dec., 1955. Also dir. H. K. Porter, Inc. Born in Blackstone, Va., March 1, 1907. Entered automobile business in 1926 at Washington with Parkway Motor Co. as salesman. Past pres. National Standards Parts Assn.

CRUSOE, LEWIS D., exec. vice-pres., car and truck divisions, Ford Motor Co. Born in Mora, Minn., Feb. 25, 1895. Attended Univ. of Wisconsin, Univ. of Detroit, M.C.S. Entered automobile business in 1913 at Detroit with Fisher Body Co. as shop clerk.

CRISP, PARK P., with Firestone Industrial Prod. Div., Firestone Tire & Rubber Co., as pres. since 1939. Born Akron, O., June 7, 1893. Univ. of Akron, B.S. degree. Entered automobile business in 1916 at Akron with Miller Rubber Co. as chemist.

CRONIN, JOHN J., with General Motors Corp., vice-pres. mfg. staff. Born Feb. 10, 1895, in Detroit. A.B. degree, 1915, Univ. of Detroit. Joined Fisher Body Div. of General Motors Corp. June 1, 1918.

CROSS, FREDERICK R., with Stewart - Warner Corp., Chicago, as dir. of adv. since 1933. Born Houghton, Mich., Feb. 20, 1895. Kenyon College, Ph.B. Entered automobile business in 1924 at Chicago with Alemite Corp. as asst. to adv. mgr.

CROWLEY, A. H., parts and service mgr. of Mercury Div., Ford Motor Co. Entered automobile business in 1923 in Boston. Associated with Lincoln and Mercury since 1926.

CURTICE, HARLOW H., pres. General Motors Corp. since Feb. 2, 1953. Born Eaton Rapids, Mich., Aug. 15, 1893. Ferris Inst. Entered automobile business in 1914 at Flint, Mich., with AC Spark Plug Div., as bookkeeper.

CUSHMAN, EDWARD L., vice-pres. in charge of indus. relations of American Motors Corp. since 1955. Born Apr. 4, 1914 in Boston. Graduated from Univ. of Michigan in 1937. Entered automobile business in 1954 with American Motors Corp. as dir. of industrial relations.

CUTHBERTSON, G. RAYMOND, vice-pres. and gen. mgr., tire div. of United States Rubber Co., since 1956. Born Liberty, Mo. Harvard, Ph. D. degree. Entered rubber business in 1936 as research chemist.

CUTLER, GEORGE J., dir. of service of Plymouth Div. since June, 1955. Graduate of Univ. of Calif., degree in industrial education. Teacher of auto-mechanics for nine years. Joined Chrysler Corp. in 1946 as Los Angeles serv. rep.

CUTTER, JOHN L., national public rel. dir. of Chevrolet Motor Div. since 1955. Born Indianapolis, Ind. 1910. Formerly UP Washington correspondent.

DAISLEY, ROBERT H., with Eaton Mfg. Co. since 1922. Adm. vice-pres. since 1954. Born in Brooklyn, N. Y., April 3, 1897. N. Y. public schools. Entered automobile business in 1916 at Long Island City with General Vehicle Co. as metallurgist.

DALEY, FREDERICK M., pres. of Sponge Products Division, B. F. Goodrich Co., since 1954. Born August 1, 1897. Dartmouth College, A.B. degree. Entered automobile business in 1919 at Naugatuck, Conn., with U. S. Rubber Co.

DANIELS, HENRY B., gen. sales mgr. of Lincoln Div., Ford Motor Co., since 1955. Born in Dorset, Vermont, on Apr. 7, 1910. Entered automobile business in June, 1933, as a retail car salesman in Detroit.

AUTOMOTIVE NEWS FAMILY ALBUM

DARLING, A. C., with Borg - Warner Service Parts Co., Sub. Borg-Warner Corp., since 1929, as pres. and gen. mgr. since 1943. Born June 9, 1896, in Kewanee, Ill. Entered automobile business in 1914 as clerk with Borg & Beck Co.

DEIBLER, ROBERT H., Pacific Coast advertising representative of Automotive News since 1940. Born in Conneaut, O., in 1894. Western Reserve Univ., A.B. Entered automobile business in 1919 at Cleveland, O., with Oldfield Tire & Rubber Co. as sales prom. mgr.

DE LONG, CLYDE O., with B. F. Goodrich Co. as president of Industrial Products since June, 1953. Miami University. Associated with B. F. Goodrich Co. since 1928, starting as clerk in the industrial products sales division.

DEMRICK, CARL J., vice-pres. in chge. of mfg. of Plymouth Div., Chrysler Corp., since 1954. Born Macomb Co., Mich., March 31, 1915. Entered automobile business in 1934 with Plymouth Div., Chrysler Corp. in materials handling department.

DEREMER, FLOYD E., with Oldberg Mfg. Co. as vice-pres., engrg., since 1935. Born in Pa., Nov. 2, 1899. Entered automobile business in 1925 at Detroit with Cadillac Motor Car Co. as lab. technician.

DAVIES, RALPH V., vice-pres. and gen. sales mgr. of Aluminum Co. of America since 1947. Born W. Fitchburgh, Mass., 1895. MIT, B.S. degree. Entered automobile business in 1919 at New Kensington, Pa. as tech. dir. bur. with Alcoa.

DELAPLAIN, J. C., vice-president and gen. mgr. of Willys-Overland Export Corp. Univ. of Ill. Entered automobile business in 1933. Joined Kaiser-Frazer Corp. in 1947 as dir. of sales, eastern hemisphere.

DeMOTT, R. H., with S K F Industries, Inc., as pres. 1950-1955, chmn. of the board since Jan., 1956. Born Tenafly, N. J. Stevens Inst. of M. E. Entered automobile business May 2, 1915, at New York City with SKF Industries as sales engr.

DEN UYL, SIMON D., with Bohn Aluminum & Brass Corp. as pres. since Feb. 28, 1949. Born Holland, Mich., Apr. 21, 1896. Hope Coll. Entered automobile business in 1919 at Detroit with Charles B. Bohn Foundry Co. as bookkeeper.

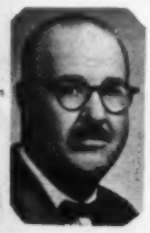
DERVIN, JAMES J., with Reo Motors, Inc., as vice-pres. and asst. to the pres. director of material since Jan., 1955. Born New York City Apr. 12, 1899. High school. Entered automobile business at New York with General Vehicle Co.

DAVIS, D. J., vice-pres. of mfg. of Ford Motor Co. since 1955. Born Detroit, Mich., Apr. 8, 1902. Entered automobile business in 1922 with Cadillac Div. of General Motors Corp.

DAVIS, PAUL R., sales mgr., eastern region of Mercury Div., Ford Motor Co., since Aug., 1955. Born in Huntsville, Ala. Jan. 30, 1903. Georgia Tech., B.S. Elec. Eng. Entered automobile business in 1924 at South Bend with Studebaker Corp. as sales trainee.

DAWSON, HILARION D., with General Motors Corp., gen. mgr. Delco-Remy Div., Anderson, Ind. Born at Salem, N. Y., Aug. 17, 1897. Graduated Norwich Univ., 1919. Joined Delco-Remy in 1925.

DAY, GEORGE H., II., vice-pres. of Chicopee Mills, Inc., mgr. of Automotive and Upholstery Fabrics Div. since 1956. Born New York City May 12, 1908. Pomfret school, Yale Univ. Entered automobile business in 1944 at New York City with Chicopee Mfg. Corp. as sales mgr.



DAY, VICTOR B., pres. of Bear Mfg. Co. since 1953. Born Davenport, Iowa, 1905. Univ. of Iowa, PHG degree. Entered automobile business in 1936 at Rock Island, Ill., as asst. to the pres. of Bear Mfg. Co.

DECKER, JOSEPH K., dir. of purchases of AC Spark Plug Div., General Motors Corp., since 1955. Born Olney, Ill., 1912. Univ. of Ill. B.S.M.E. degree. Entered automobile business in 1938 as student engr. at AC Spark Plug Div.

DeHART, HENRY T., with GMC Truck and Coach Div., General Motors Corp. as adv. mgr. since 1929. Born in Lafayette, Ind., 1894. Purdue Univ., B.S. Entered automobile business in 1921 in Lansing, Mich., with Reo Motor Car Co. as asst. adv. mgr.

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Today, the latest member of this illustrious trio, the BENDIX® Electric Fuel Pump, caps everything in its field for performance and dependability.

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That's why you—Start Right and Go Right when you specify the Big Three . . . BENDIX Starter Drives . . . BENDIX Electric Fuel Pumps . . . STROMBERG® Carburetors.

*Trade mark reg. U.S.Pat. Off.

ECLIPSE MACHINE DIVISION

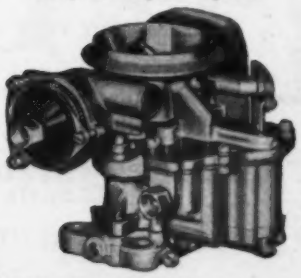
ELMIRA, NEW YORK

1 **BENDIX® FOLO-THRU STARTER DRIVES**

The newest BENDIX Starter Drive is designed to crank your engine continuously until it is actually running. It *cannot* kick out of mesh with the flywheel ring gear due to weak explosions.

2 **BENDIX ELECTRIC FUEL PUMPS**

Here is the pump that surpasses all pumps of its type with a delivery of more than 30 gallons per hour. Prevents vapor lock—gives better starts under adverse weather conditions and has unmatched long life and dependability. It is explosion-proof!



3 **STROMBERG CARBURETORS**

The quality carburetor of the industry. Combines low gas consumption with maximum horsepower performance and trouble-free operation.

THE NAME Bendix AVIATION CORPORATION BILLIONS TRUST

Export Sales:
Bendix International Division
205 East 42nd St.
New York 17, New York

AUTOMOTIVE NEWS FAMILY ALBUM

DESMOND, LEE F., vice-pres. of sales, Dodge Div., Chrysler Corp. Born New Brunswick, Canada, May 22, 1898. Gonzaga Univ. Entered automobile business in 1921 as retail salesman.

DEVOR, JENNER H., with Wagner Electric Corp. as pres. since 1950. Born Fort Loudon, Pa., May 20, 1891. Mercersburg, Acad., Penn State, E.E. Entered automobile business in 1912 at St. Louis with Wagner Electric Corp. as apprentice.

DIEHL, EDWARD W., secy.-treas. of Detroit Gasket and Mfg. Co. since 1923. Born Jan. 24, 1894. Entered automobile business in 1913 at King Motor Co.

DIETZ, ARTHUR O., pres. of C.I.T. Financial Corp., chairman of Commercial Investment Trust Inc. Joined C.I.T. in 1919. Born St. Paul, Minn., 1893. Entered automobile finance business in 1916 at New York, N. Y., with Continental Guaranty Co. as salesman.

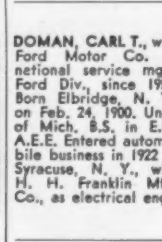
DOERFNER, WILLIAM H., with Saginaw Steering Gear Div., GM, as general manager since 1941. Born Saginaw, Mich., 1899. Central Michigan College. Entered automobile business in 1919 at Saginaw with Saginaw Malleable Iron, Div. GM, as timekeeper.

DeVILBISS, HOWARD P., with DeVilbiss Co. as pres. since 1944. Born Toledo, O., 1908. Univ. of Mich. Has been associated with the auto industry through the mfg. and engrg. of standard and special finishing facilities for both the car mfrs. and dealer serv. establishments since 1928.

DEWITT, MORTIMER C., with Champion Spark Plug Co. as vice-pres. since 1921. Born San Francisco. Entered automobile business in 1904 at San Francisco with Jeffery-DeWitt Co.

DIEHL, LLOYD H., pres. of Detroit Gasket and Mfg. Co. since 1923. Born May 15, 1896. Entered automobile business in 1912 at Chalmers Co.

DINSMORE, Dr. RAY P., with Goodyear Tire & Rubber Co. as vice-pres. in chge. of research and development since 1943. Born Tewksbury, Mass., April 24, 1893. M.I.T., B.S. chem. engr. Entered automobile business in 1914 at Akron with Goodyear Tire & Rubber Co. as technical staff member.



DOMAN, CARL T., with Ford Motor Co. as national service mgr., Ford Div., since 1950. Born Elbridge, N. Y., on Feb. 24, 1900. Univ. of Mich. B.S. in E.E., A.E.E. Entered automobile business in 1922 at Syracuse, N. Y., with H. H. Franklin Mfg. Co., as electrical engr.

DONALDSON, BEN R., director of the office of institutional advertising, Ford Motor Co. since 1954. Born Grand Rapids, Mich., July 18, 1893. Western Michigan College. Joined Ford March 3, 1919. Later became export adv. mgr.

DOTY, CLIFFORD B., with Chrysler Corp. as exec. engr.-body, since Dec., 1955. Born 1897 in Woodbury, Vt. Andrew Johnson Body Drafting Sch. Entered automotive business with Chrysler in 1926 as a body designer.

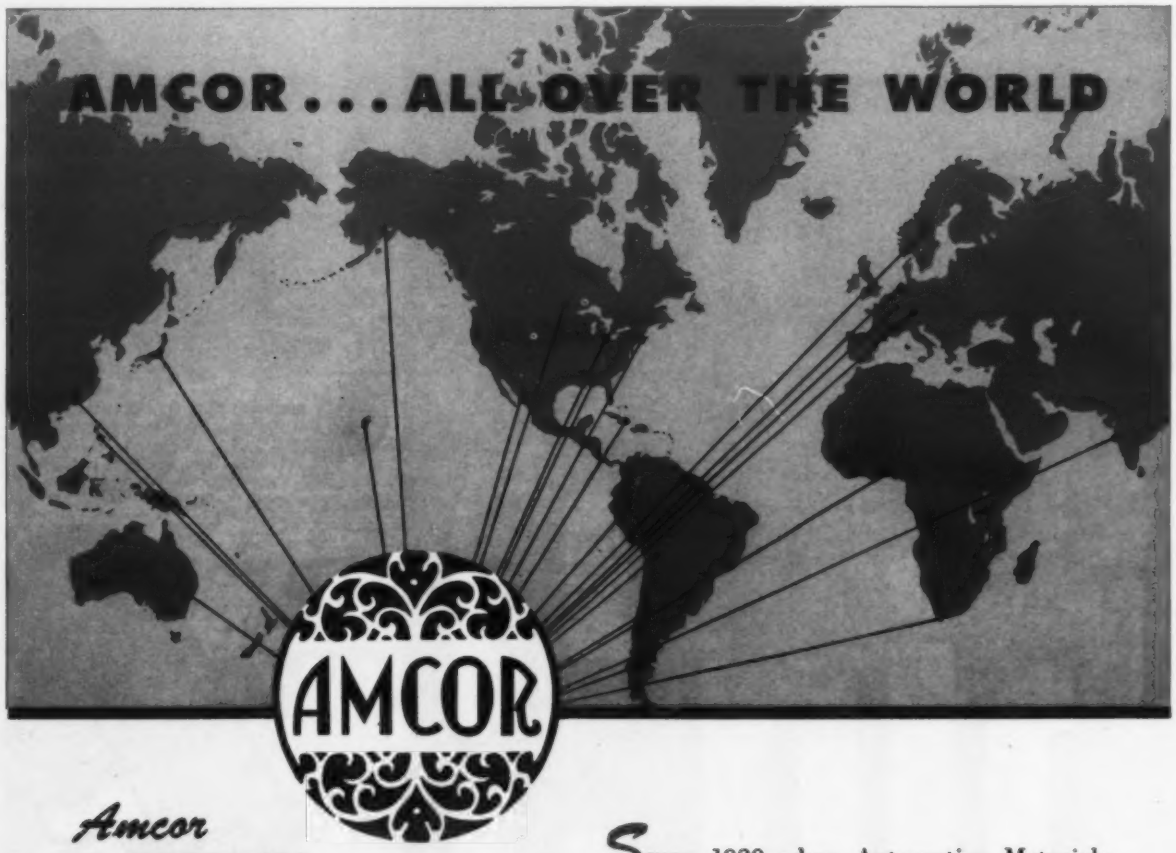
DOYLE, J. C., gen. sales and mktg. mgr. of Edsel Div., Ford Motor Co., since 1955. Entered automobile business at Kansas City, Mo., with Ford Motor Co., district sales office as office boy in 1916.

DOYLE, JAMES S., with Johns - Manville Corp., since 1928, as mgr. of automotive sales since 1948. Born Chicago, Ill., Nov. 22, 1900. Andover, Dartmouth, and Columbia, Psi U. Entered automobile business in 1928. Pres. Brake Lining Mfrs. Assn. 1945 and 1946. Dir. N.S.P.A., '48, '49, '50.

DRUMMOND, F. H., vice-pres. of The Electric Auto-Lite Co. since 1948. Born Chicago, Ill. Lewis Institute of Tech. Entered automobile business in 1916 as draftsman with Alemite Co. Joined Auto-Lite in 1935.

DUFFY, IRVING A., group vice-pres. Ford Motor Co. Born Chicago in 1904. Graduate West Point; member N. Y. State Bar; served with Ordnance Dept. during World War II. Joined Ford Feb. 1949.

DUKE, JOSEPH C., with Minnesota Mining & Mfg. Co. as vice-pres. Coated Abrasives and Related Products and Adhesives and Coatings Divisions. Born in Carlisle, Pa., Nov. 20, 1897. Dubuque Univ., B.A. degree. Started in 1921 with 3M.



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- HOME INSULATION
- COTTON PADS AND BATTS
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SCHLEGEL MFG. COMPANY
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BIGELOW-SANFORD CARPET CO., INC.
Automotive Carpets

AUTOMOTIVE NEWS FAMILY ALBUM

DUNCAN, A. E., with Commercial Credit Co. as founder-chairman. Born near Louisville, Ky., 1878. Entered automobile business in 1916 when Commercial Credit Co. entered the automobile finance business.

ENGLE, R. D., chief engr., car operations of Dodge Div., Chrysler Corp., since Nov., 1955. Born Washington Courthouse, Ohio., May 25, 1919. Entered automobile business in 1942 as student engr. for Chrysler Corp.

ERICKSON, E. A. mgr. for central sales region of Mercury Div., Ford Motor Co. With Mercury since 1947. Born in Staples, Minn., Aug. 4, 1901. Entered automobile business in 1920 at Minneapolis, Minn., with Chevrolet Motor Co.

ESTES, E. M., with Pontiac Motor Div. as chief engr. since Sept., 1956. Born in Mendon, Mich., Jan. 7, 1916. General Motors Inst., Univ. of Cincinnati, M.E. degree. With GM Corp. since 1939.

EWELL, ELLIOTT G., vice-pres. of sales of Mack Trucks, Inc. since 1953. Born North Carolina, Jan. 26, 1902. Univ. of N. C. Entered automobile business in 1923 at Charlotte as special sales rep. of Mack Trucks, Inc.

DUPY, VERN A., with United Motors Service Div., GM Corp., as exec. asst. to gen. mgr. since 1956. Born Taylorville, Ill. Oct. 16, 1898. Int. Accountants Soc. Entered automobile business in 1919 at Detroit with United Motors Service as stock record clerk.

ENGLISH, HERDIS G., chief engr.-prod. engrg. office, transmission and axles, Ford Motor Co., since 1957. Born Jackson, Mich., Sept. 23, 1913. Entered automobile business in 1935 as tech. clerk in exp. dept. of Oldsmobile Div.

ESKRIDGE, J. W., mfg. vice-pres. of Special Products Div. of American Motors Corp., since 1954 and for three years before that mfg. vice-pres. of Hudson. Born Winona, Miss., May 31, 1903. Detroit City College. Entered automobile business in 1919 as draftsman with Dodge Bros.

EVANS, EDWARD S., JR., with Evans Products Co. as pres. since 1945. Born Richmond, Va., March 9, 1906. Lausanne Univ., Univ. of Michigan. Entered automobile business in 1928 at Detroit with Evans Appliance Co. as vice-pres. Director of Evans Products Co., Ltd., Greenville-Evans Co.

EXNER, VIRGIL M., dir. of styling, Engrg. Div. Chrysler Corp. since Aug., 1953. Born Ann Arbor, Mich., Sept. 24, 1909. Joined Chrysler in 1949 as chief of the advance styling studio. Entered automotive field in General Motors designing dept. in 1934.

DURKEE, BURTON R., dir. of adv. and sales prom., Chrysler Div., Chrysler Corp., since 1955. Born Julesburg, Colo. Univ. of Wyoming. Entered automobile business in San Francisco with Botsford, Constantine & Gardner Agency.

DYKSTRA, JOHN, group vice-pres. of Ford Motor Co., Born in Netherlands April 16, 1898. Business institutes. Entered automobile business in 1914 at Detroit with Briscoe as apprentice.

EARL, HARLEY J., with General Motors Corp. since 1927, as styling vice-pres. since 1940. Born in Los Angeles, Calif., Nov. 22, 1893. Stanford Univ., B. S. Entered automobile business in 1919 at Los Angeles with Earl Carriage Works as mgr.

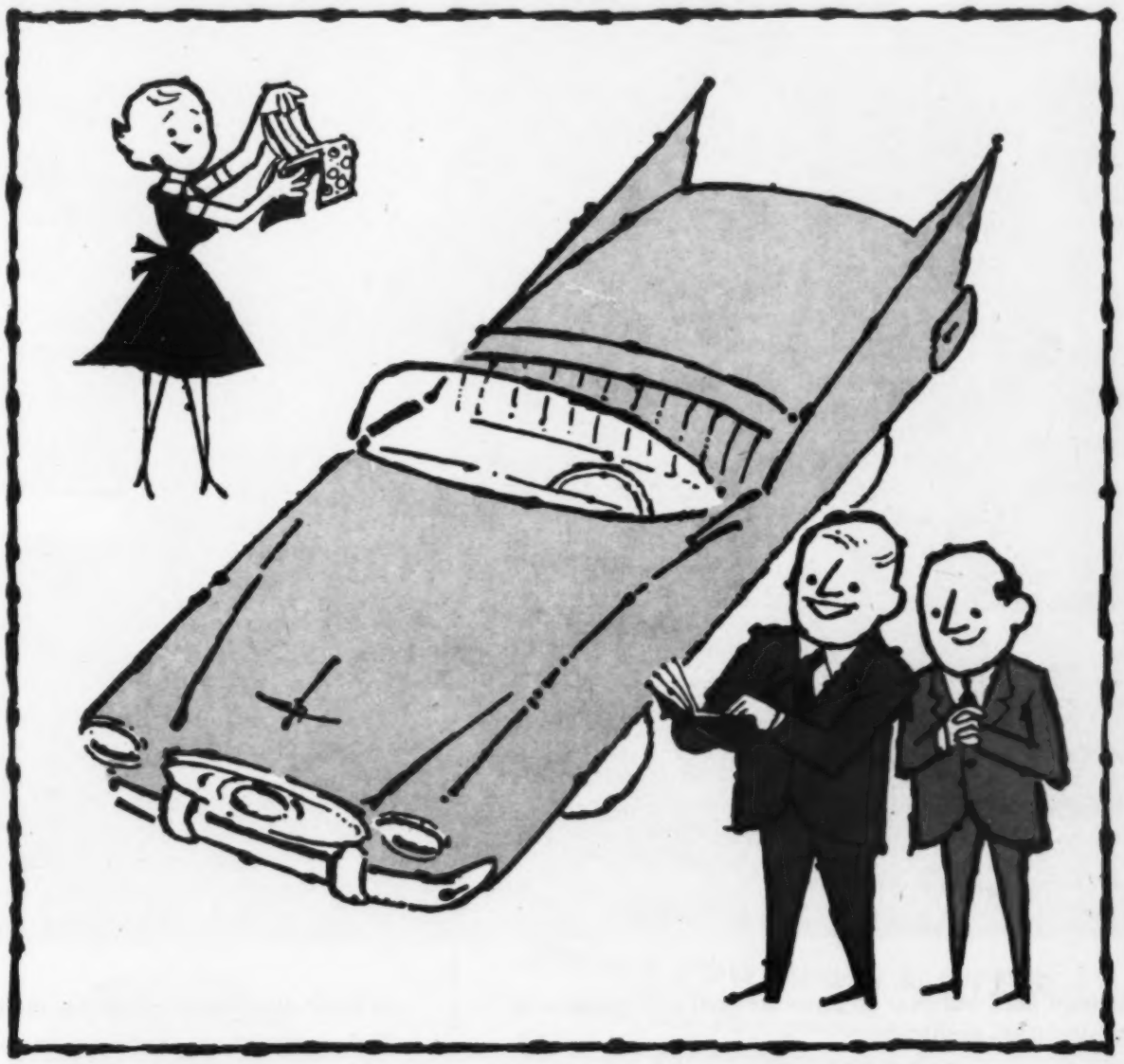
EISBROUCH, IRVE, vice-pres. in chg. of tire sales of The Dayton Rubber Co. since 1935. Born New York City. Pace Inst., N. Y. Univ. Entered automobile business in 1918 in N. Y. as accountant with Ajax Rubber Co.

ELY, NEIL D., with L. A. Young Spring & Wire Corp. as pres. & gen. mgr. since June, 1949. Born Detroit, Mich., Aug. 20, 1904. High School. Entered automobile business in 1922 at Detroit with Trippensee Closed Body Corp. as payroll clerk.

EMBURY, WESLEY G., purch. agent of Plymouth Div., Chrysler Corp. since 1955. Born Sterling, Mich., April 25, 1897. Jackson Mich. Business Univ. Entered automobile business in 1922 as tool clerk with Chrysler Corp.

EMERICK, ROBERT W., with Pontiac as director of public relations since 1953. Born February 21, 1913, at Hamilton, Ohio. Graduate Miami University. Entered automobile business with General Motors public relations in 1934.

When it comes to automobiles...



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While the little woman fusses over the color of the upholstery the TRUE man buys the car he had in mind!

The TRUE man is "car crazy"... readership in TRUE averages about 50% higher than the big weeklies. Your story gets read by more men... a bonus that can result in extra sales.

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How to crack tough customers w

It takes a hard-sell year to prove *soft sell* still moves a lot of cars—and more profitably.

The right brand of soft sell, that is.

Note how the good salesman, above, maneuvers Mr. I-dare-you-to-sell-me right into the AIRFOAM seat.

And note how that tough bird softens up!

Gentle, luxurious AIRFOAM welcomes him—cradles him. All fight oozes out with a satisfied sigh—as AIRFOAM coddles him, lulls him, into super-receptiveness!

Overdrawn? Not much! For besides being the greatest selling name in cushioning—besides helping *any* car make the best impression—AIRFOAM does precisely what the best salesman does: *It* GENTLES *the prospect into the mood!*

That's why the most successful salesmen insist on AIRFOAM in their demonstrators—and make the most of it.

Unless you do, too, you may be presenting your competitor with one of the surest soft-sells in many a hard-sell year. Goodyear, Automotive Products Dept., Akron 16, Ohio.

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MADE ONLY BY

THE WORLD'S FINEST, * MO

with SOFT SELL—

How AIRFOAM helps you sell NOW

Helps you profit LATER:

- AIRFOAM helps any car demonstrate better.
- AIRFOAM helps put the prospect in the mood.
- AIRFOAM helps you with extra sales-points: smothers road shocks – keeps drivers relaxed and passengers coolly comfortable—protects upholstery, retains shape because there's nothing in AIRFOAM to sag, snag or break down – protects owner's investment, come trade-in time – AIRFOAM is the hallmark of a *truly* modern car.
- AIRFOAM helps keep your customer happy right up to trade-in time.
- *And when you, the dealer, take that car back in trade, its interior will be in so much better shape, it will sell sooner – AND AT A BETTER PRICE!*

GOODYEAR

MOST MODERN CUSHIONING

Airfoam—T. M. The Goodyear Tire & Rubber Company, Akron, Ohio

AUTOMOTIVE NEWS FAMILY ALBUM

FAIRCHILD, ROBERT H., pres. of The Herman Body Co. since 1956. Born Kalamazoo, Mich., May 9, 1912. Alma College, GM Tech. Entered automobile business in 1933 at Flint with Pontiac Motor Div. as process engr.

FAMULAR, A. W., Ass't General Sales Manager for Western Half of the United States Chevrolet Motor Div., since 1956. Born in Denver. Executive field positions include Regional Manager at Washington, D. C., and Oakland, Calif. since 1954.

FEELY, EMMETT P., Ass't. Gen. Sales Mgr. for Eastern Half of the United States, with Chevrolet Motor Div., since 1924. Native of St. Louis. Held several executive field positions, including Zone manager at Philadelphia and Regional Manager at Washington, D. C. and Detroit.

FERGUSON, MALCOLM P., with Bendix Aviation Corp. as pres. since 1946. Born Elmira, N. Y., June 20, 1896. Syracuse Univ., M.E. Entered automobile business in 1918 at Elmira, N. Y., with Eclipse Machine Co. as service engr.

FINLAY, ROBERT M., with Automotive News since 1943. Editorial director since 1955. Born Detroit, 1913. Wayne Univ. Entered automobile business in 1943 at Automotive News as associate editor.

FALVEY, JAMES P., with Electric Auto-Lite as president since 1954, director since 1953. Born in Detroit in 1904. University of Detroit, LL.B. degree. Entered automobile business in 1934 with Auto-Lite as mgr. of labor and patent departments.

FARRELL, FRANK E., dir. of automotive prod. sales, Bendix Products Div., Bendix Aviation Corp. since 1945.

FENNER, JAMES B., with Electric Auto-Lite Co. and subsidiaries since 1927. Vice-pres., comptroller and director since 1951. Born New Jersey, Jan. 2, 1897, grad. Pace & Pace Inst. Entered automobile business 1927 with Prest-O-Lite Battery Co., Indianapolis.

FIDLER, ROBERT E., sales mgr., Michigan Div., Thompson Products, Inc., since 1956. Born Ironton, Ohio, Aug. 16, 1913. Entered automobile business in 1946 at Detroit as sales rep. with Thompson Products, Inc.

FINNEY, JARED W., prom. and research mgr. of Automotive News since 1956. Born Detroit, Mich., May 1, 1923. Michigan State Univ. Entered automobile business in 1949 at Detroit in market research dept. of Scripps-Howard Newspapers.

FIRESTONE, HARVEY S., JR., with Firestone Tire & Rubber Co. as chmn. and chief exec. since 1948. Born in Chicago, Ill., April 20, 1898. Princeton Univ. B. A. degree. Entered rubber business in 1920 at Akron, O., with Firestone Tire & Rubber Co.

FIRESTONE, LEONARD K., president of Firestone Tire and Rubber Co. of California since 1943. Born Akron, O., June 10, 1907. Princeton Univ. Entered automobile business in 1931 at Akron in the sales department of Firestone Tire & Rubber Co.

FIRESTONE, RAYMOND C., with The Firestone Tire & Rubber Company as pres. since 1957. Born in Akron, Ohio, September 4, 1908. Graduated Princeton Univ., A.B. degree. Entered rubber business at Los Angeles, Calif., with The Firestone Tire & Rubber Company.

FIRESTONE, ROGER S., with Firestone Plastics Co. as pres. (dir. Firestone Tire & Rubber Co.) since 1947. Born Akron, O., June 25, 1912. Princeton, A. B. degree. Entered rubber business in Akron with Firestone Tire & Rubber Co. in 1935.

FISH, WILLIS E., with Chevrolet Motor Div., GM Corp., for 24 years, as gen. sales mgr. since 1949. Born in Pittsburgh, Pa., Oct. 17, 1897. Entered automobile business in 1917 at Pittsburgh, Pa., with Packard Motor Co. as salesman.

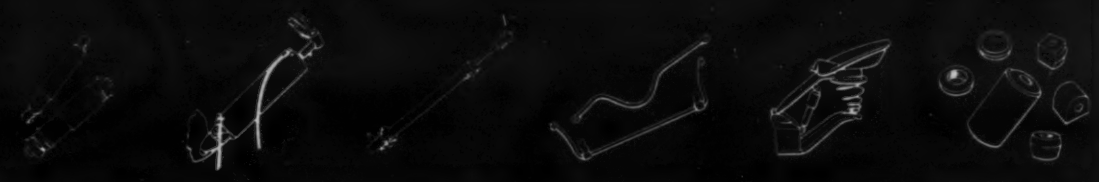
FISHER, ROBERT J., manager of the advertising department of Mercury Div., Ford Motor Co., since 1954. Born Ashland, O., Oct. 24, 1915. Syracuse Univ., A.B. degree. Entered automobile business in 1954 at Detroit as manager of advertising department at Lincoln-Mercury Div.

FLASKAMPER, JOHN H., vice-pres. of sales of American Bosch Div., American Bosch Arma Corp. Born Dortmund, Germany, Nov. 1, 1908. Entered automobile business in 1934 with American Bosch.

Safety
Comfort
Economy

MONROE

The Greatest name in Ride Control



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MOLDED RUBBER PRODUCTS — Precision-built for all automotive and industrial applications.

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AUTOMOTIVE NEWS FAMILY ALBUM

FLEMING, A. M., with Chrysler Div., Chrysler Corp., since 1948 as vice-pres. Born Milton, Ont., June 10, 1895. Entered automobile business in 1920 at Detroit. Joined Chrysler in 1924.

FORD, WILLIAM C., vice-pres. of prod. planning and styling, Ford Motor Co., since 1957. Born in Detroit, Mich., March 14, 1925. Hotchkiss, Yale. Entered automobile business in 1949 at Dearborn, Mich., with Ford Motor Co. on sales and advertising staff.

FOX, ELDON E., adv. mgr. of Edsel Div., Ford Motor Co., since 1956. Dartmouth College, A.B. degree. Entered automobile business with Minneapolis-Honeywell Regulator Co.

FRANCOIS, EDGAR H., sales manager in charge of replacement products, AC Spark Plug Division of General Motors since January 1954. Born in Detroit, Michigan, May 25, 1905. Joined AC as a territory salesman in 1934.

FREDERICK, D. S., with Rohm & Haas Co. Chemicals & Plastics Div. as vice-pres. in charge of sales since 1943. Born Hamilton, O., Nov. 13, 1910. Univ. of Ill., Miami Univ. Univ. of Munich. Phi Eta Sigma, Phi Beta Kappa, Phi Kappa Phi, etc. Entered automobile business in 1936 with Rohm & Haas Co. as sales mgr. plastics div.

FLEMING, MATTHEW J., JR., pres. of Clevite Harris Products, Inc., unit of Clevite Corp. Born Pittsburgh, Pa. March 21, 1914. Entered automobile business in 1940 with Monmouth Products Co.

FOX, ALEX P., with Lincoln Engrg. Co. as pres. since 1941., vice-pres. of McNeil Machine & Engrg. Co., Lincoln Engrg. Co. Div. 1956. Born St. Louis, Mo., March 17, 1893. Washington U. Entered automobile business in 1913 at St. Louis with Lincoln Engrg. Co. as draftsman.

FRALICK, LeROY J., with Midland Steel Products Company as vice-president and director of sales since 1948. Born Cleveland, Ohio, April 4, 1894. Entered automobile business in 1912 at Cleveland with Hydraulic Pressed Steel Company.

FRASER, FRANK, JR., with Plymouth Div., Chrysler Corp. as dir. of forward planning since April, 1955. Born Toledo, O., 1924. Graduate of the Univ. of Mich., B.A. in economics. Entered automotive industry with Chrysler in 1947 as a statistician.

FREED, CHARLES C., past pres. National Automobile Dealers Association, pres. of Freed Motor Company, pres. Intermountain Parts Co., vice-pres. Mountain Motors Co. Born Salt Lake City, Utah, April 7, 1903. University of Colorado. Entered automobile business in 1926 as owner of Freed Motor Company.

FLOOD, THOMAS W., with Electric Auto-Lite Co. as vice-pres., original equipment sales. Born New York. Entered automobile business in 1919 with Motometer Co.

FOLSOM, WARD A., gen. mfg. mgr. of Ford Div., since 1956. Born Columbiaville, Mich. General Motors Inst. of Tech. Entered automobile business in 1935 as supv. mfg. standards at Fisher Body Div.

FORAKER, WALTER E., asst. to pres., Chrysler Div., Chrysler Corp. Born Albuquerque, N. M., Dec. 16, 1915. Entered automobile business in 1934 in Detroit with Dodge Division.

FORBES, RICHARD E., with Chrysler Corp. as dir. of product adv. and sales prom. since 1956. Born Sept. 21, 1915, in Larchmont, N. Y. Graduate of Williams College, Williamstown, Mass. Entered automobile business in January, 1956, with Chrysler Corp.

FORD, BENSON, with Ford Motor Co. as vice-pres. and chmn. of the Dealer Policy Board. Born Detroit, July 20, 1919. Princeton Univ. Entered automobile business in 1938 with Ford Eng. Lab., Dearborn, as student.

FORD, HENRY II, with Ford Motor Co. as pres. since Sept. 21, 1945. Born in Detroit, Mich., Sept. 4, 1917. Hotchkiss, Yale. Entered automobile business on Oct. 1, 1940, at Dearborn, Mich., with Ford Motor Co.

FORD, RUSSELL G., with Chevrolet Div. of General Motors Corp., mgr. of assembly plants. Entered automobile business in 1922 at Detroit with Chevrolet in standards dept.

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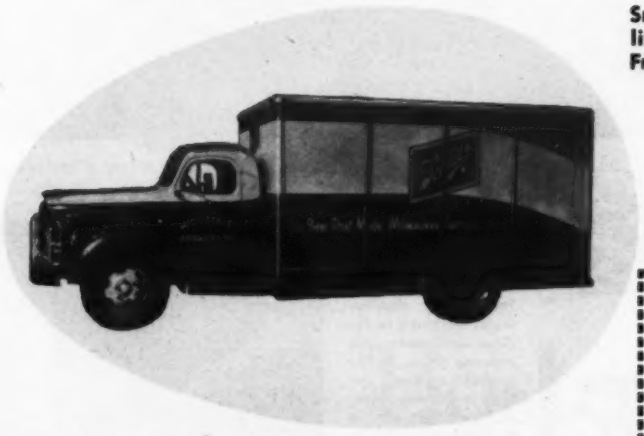

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AUTOMOTIVE NEWS FAMILY ALBUM

FREEDLANDER, A. L., pres. and gen. mgr. of The Dayton Rubber Co. since 1936. Born Wooster, Ohio. Case Institute of Tech., B.S. degree. Entered automobile business in 1911 at Akron as chemist with B. F. Goodrich Co.

FRIBLEY, CARL E., past pres. of National Automobile Dealers Assn., Cadillac-Pontiac-GMC dealer in Norwich, N. Y. Born Chicago, Ill., Oct. 11, 1901. Univ. of Minnesota, B.A. degree, Harvard Business School, M.B.A. degree. Entered automobile business in 1925 at Detroit as sales clerk with Cadillac Motor Car Co.

FRUEHAUF, ROY, with Fruehauf Trailer Co. as pres. since 1949. Born Detroit, Mich., Oct. 1, 1908. Principia. Entered automobile business in 1928 at Detroit with Fruehauf Trailer Co. as factory worker.

FULLERTON, WILLIAM A., Central Div. sales mgr. of American Motors Corp. since 1956. Born Brooklyn, N. Y., June 10, 1917. Millard Fillmore College. Entered automobile business in 1935 in parts and service dept. of dealership in Buffalo, N. Y.

GALL, CLARENCE R., Fleet sales mgr. American Motors Sales of Canada, Ltd., Toronto. Born in Toronto. Toronto Coll. Entered automobile business in 1928 at Calgary, Alta., Canada, with Hudson Motor Car Co., Detroit, as regional mgr.

FRENCH, JOHN S., group exec., hardware and access., Ford Motor Co. Born in Toronto, Canada, Jan. 5, 1912. Joined Ford Motor Co. in central sales staff in 1947. Later was director of company's Office of Defense Products.

FRUEHAUF, HARRY R., with Fruehauf Trailer Co. as vice-pres. since 1928. Born and educated in Michigan. Entered trailer business with present company in 1914.

FRYER, ROY A., with White Motor Co. as adv. mgr. since 1956. Born Toronto, Canada, 1903. Entered automobile business with present company in 1943 as sales prom. mgr.

GAGE, A. D., mgr. of Nash, Hudson and Metropolitan adv. American Motors Corp., since 1956. Born in Cleveland, O., Oct. 29, 1915. Kenyon College. Entered automobile industry in 1946 as adv. and sales prom. mgr. of Nash Motors' Export Dept.

GARBERSON, JOHN W., vice-pres. of N. W. Ayer and Son, Inc., supervisor of Plymouth service since 1955, Detroit branch mgr. since 1956. Born Sibley, Ia., 1916. Entered automobile business in 1951 at Philadelphia with N. W. Ayer and Son, Inc.

GARDNER, ELLIS B., JR., vice-pres. and gen. mgr. of the Consumer Products Div. of Hewitt-Robins, Inc., since 1955. Born Little Rock, Ark., Feb. 20, 1920. Columbia University, A. B. degree. Entered automobile business in 1946 at Buffalo, N. Y., as factory acct. with Hewitt-Robins, Inc.

GARRETT, REYNOLDS M., staff mgr. at N. Y. Friction Materials Div. of Johns-Manville Corp. since 1955; with Johns-Manville since 1935. Born New York, N. Y., 1908. Entered automobile business in 1927.

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MEET THE NEW ICC REGULATIONS WITH MIDLAND EQUIPMENT!

Dash hand valve is automatic and manual, functioning as a part of Midland's breakaway system. If emergency line pressure goes below 40 PSI, it automatically applies trailer brakes. They may also be applied and released manually by driver.

Midland's tractor-trailer braking system is designed for the ultimate in braking protection. With this new system (1) tractor protection is AUTOMATIC, so important in split-second emergencies; (2) valves are large-capacity, giving you faster, more positive action; (3) you have a *combination* manual and automatic dash control valve for *instantaneous* application and release of trailer brakes; (4) manual shut-off cocks are eliminated . . . Specify Midland Power Brakes for extra quality performance, more positive protection. Make it Midland, too, when replacing or modernizing the braking system on your present equipment. Your nearest Midland distributor is anxious to serve you. Just give him a call.

THE MIDLAND STEEL PRODUCTS CO.

6660 MT. ELLIOTT AVENUE • DETROIT 11, MICHIGAN

Export Department: 38 Pearl Street, New York, N.Y.

Automatic shut-off valves eliminate hand-operated shut-off cocks and function as part of the Midland breakaway system to retain adequate tractor pressure for breakaway protection.

Midland's new air emergency relay valve meets the "no feed back" requirement. Designed to reduce application and release time. Safeguards against vehicle driveaway without sufficient air in the system.

GO MIDLAND AND STOP SAFELY!

GASKIN, DENIS C., with Studebaker-Packard Corp. of Canada, Ltd. as pres. since Jan. 10, 1955. Born Montreal, Que., Feb. 5, 1898. High School. Entered automobile business in 1920 at Montreal with Ladoux-Jennings Ltd. (Reo), as clerk.

GAUGHEN, FRANK X., with Capper Publications, Inc., as western mgr. since 1922. Born Pittsburgh, March 4, 1891. Entered automobile business in 1919 at Toledo with Willys Corp. - Electric Auto-Lite, Div. as adv. mgr.

GAUNITZ, WILLIAM F., with Associates Investment Co. as pres. since March 10, 1949. Born in Lansing, Ia., on Dec. 4, 1904. Univ. of Iowa, B. S. in Commerce. Entered automobile business in 1935 at South Bend, Ind., with Associates Investment Co.

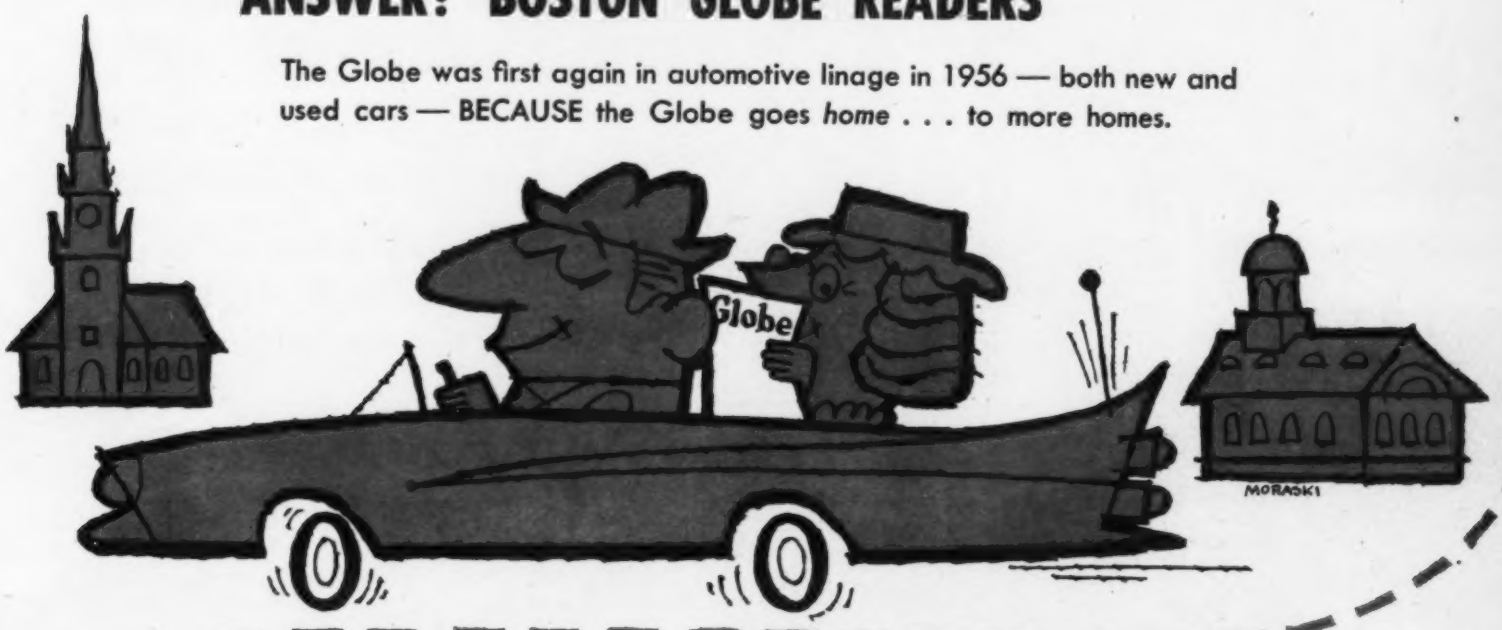
GEORGI, CARL, JR., with Campbell-Ewald Co. as vice-pres. of media since 1957. Born Detroit. Univ. Detroit. Entered automobile business in 1923 at Detroit with Chrysler Corp. in adv. dept.

GERSTENBERGER, WILLIAM H., vice-pres. and account supervisor of Ross Roy, Inc., since 1955. Born Philadelphia, Pa., Aug. 8, 1910. Cornell Univ., B. A. degree. Entered automobile business in 1937 at Detroit as copywriter for Brooke, Smith, French and Dorrance, Inc.

Who Buys Automobiles in Greater Boston?

ANSWER: BOSTON GLOBE READERS

The Globe was first again in automotive linage in 1956 — both new and used cars — BECAUSE the Globe goes *home* . . . to more homes.



Who Gained Most When the Boston Post Ceased Publication?

ANSWER: THE BOSTON GLOBE

Daily Circulation **380,362** Up **93,657**

Sunday Circulation **442,970** Up **63,457**

(Interim Publisher's Statement — filed with ABC — last quarter 1956 over last quarter 1955.)

Cars, parts, gas, oil . . . the decision to buy is made in the family, in the home. The Globe goes home with your sales message.

ADVERTISE IN NEW ENGLAND'S FASTEST GROWING NEWSPAPER . . . **The Boston Globe** MORNING EVENING SUNDAY

Cresmer & Woodward, Inc.
New York, San Francisco, Los Angeles

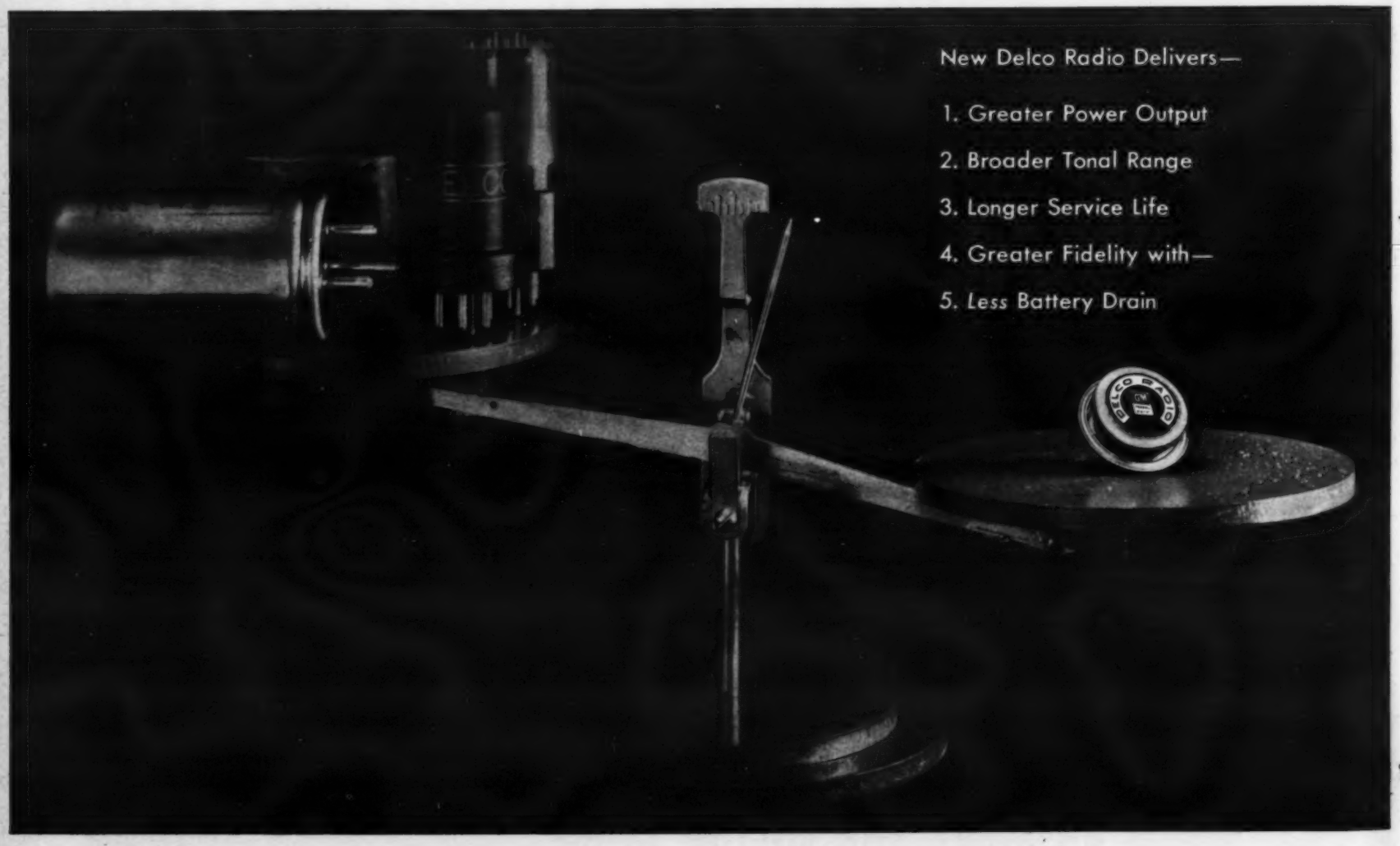
The Leonard Co.
Miami Beach, Florida

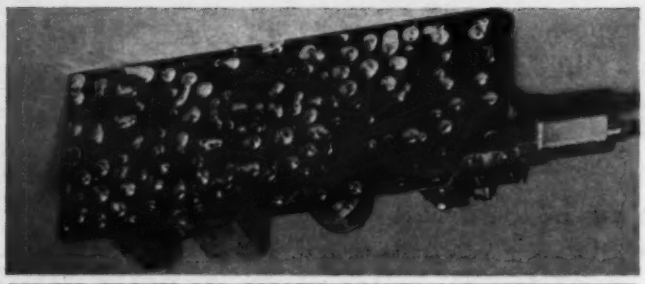
Scolaro Meeker & Scott
Chicago, Detroit

DELCO RADIO, developer of industry's highest power transistor, now gives you—

An Auto Radio That Outperforms All Other Makes!

MOST POWERFUL TRANSISTOR IN AUTO RADIOS—
it's the only one that outweighs in performance the parts it replaces!





PRINTED CIRCUITS FOR GREATER QUALITY AND DEPENDABILITY

No other auto radio makes such extensive use of these advanced construction techniques that increase quality and dependability.

A General Motors Value by

Operating on much less battery current than conventional tube-type sets, the new transistor-powered Delco auto radio provides you with more performance and sales advantages than any other transistor or non-transistor auto radio.

Because it utilizes low voltage—*without vibrator or rectifier*—this remarkable new unit works free of the high electrical pressures and strains normally encountered in auto radios. As a result, all the parts in the entire system last longer and work more dependably.

Delco Radio's new transistor-powered unit, already in hundreds of thousands of Chevrolets and Pontiacs, gives greater listening pleasure without distracting background noise heard over other radios.

Transistors are another "first" for you from Delco Radio—where new things are constantly being created to help you satisfy more customers.

DELCO RADIO

DIVISION OF GENERAL MOTORS, KOKOMO, INDIANA

WORLD LEADER IN AUTO RADIO

AUTOMOTIVE NEWS FAMILY ALBUM

GEYER, BERTRAM B., with Geyer Adv., Inc., as chmn. of brd. since 1912. Born Dayton, O., March 16, 1891. Steel H. S.

GOLDMAN, MARTIN E., with Aitkin - Kynett Co. as partner since 1930. Born Baltimore, Md. Entered automobile business in 1914 at Baltimore with U. S. L. Battery Distributor as salesman.

GOODMAN, JAMES E., vice-pres. of General Motors and gen. mgr. of Fisher Body Div. since May 1, 1952. Born in Union City, Ind., Dec. 11, 1904. Univ. of Ill. Entered automobile business in 1925 at Norwood, O., with Fisher Body Div. as metal finisher.

GORDON, JOHN F., with General Motors as vice-pres. and dir. and group executive in chge. of body and assembly plants since January, 1951. Born Akron, O., May 15, 1900. Annapolis Naval Acad., Univ. of Mich., M.S. deg. in engrg. Entered automobile business in 1923 at Detroit with Cadillac Motor Car Div. as laboratory technician.

GOREY CHARLES B. JR., with Chrysler Corp. as dir.-mfg. staff, since July, 1956. Born Sept. 5, 1919, Detroit, Mich. Univ. of Detroit, Lawrence Inst. of Tech. Started with Chrysler in 1939.

GIBSON, CHARLES C., vice-pres. of The Goodyear Tire and Rubber Co. since 1957. Born Atlanta, Georgia, Sept. 12, 1914. Harvard Univ. Entered automobile business in 1937 with Goodyear Tire and Rubber Co.

GOLDSTEIN, JAKE, with Automotive News as Midwest advertising mgr. since 1942. Born in Chicago, Aug. 30, 1895.

GOODYEAR, AUSTIN, exec. vice-pres. of Hewitt - Robins, Inc., since 1956. Born in Buffalo, N. Y. Entered automobile business in 1941 at Passaic, New Jersey, in the production dept. of Hewitt-Robins, Inc.

GORDON, MAYNARD M. (Mac), with Automotive News as news editor since 1954. Born in Detroit, Sept. 5, 1927. Wayne Univ. Entered automobile business in 1944 at Detroit with Automotive News as reporter.

GOSSETT, WILLIAM T., Ford Motor Company as vice-pres. and general counsel since March, 1947. Born in Gainesville, Tex., Sept. 9, 1904. Univ. of Utah, A. B., Columbia Univ., LL.B Coe Col. LL.D.

GILBERT, CARLTON H., dir. of adv. of U. S. Rubber Co. since 1955. Born Fremont, O., June 17, 1905. Dartmouth College. Entered automobile rubber business in 1934 at Misawaka, Ind., in sales prom. dept of Footwear and General Products Div. of U. S. Rubber Co.

GILMARTIN, JOHN R., with Hyatt Bearings Div., GM Corp., as gen. sales mgr. since 1952. Born Toledo, O., 1906. Univ. of Mich., B.S. degree. Entered automobile business in 1929 at Detroit with Hyatt Bearings Div. as engr.

GIRARD, STEVE, vice-pres., gen. mgr. Willys Motors, Inc. Joined Kaiser-Frazer 1946. Vice-pres., gen. mgr. of aircraft div., 1952-53. Born in Hoquiam, Wash., Sept. 18, 1913. Attended the Univ. of Wash.

GLASSFORD, FRED M., with Chrysler Corp. as mfg. dir., automotive group, since 1956. Born Detroit, Mich., June 6, 1913. Entered automobile business in 1932 as apprentice toolmaker in Dodge machine div.

GOAD, LOUIS C., with GM Corp. since 1923, as executive vice-pres. since 1951 and director since 1946. Born Petersburg, Ind., Feb. 9, 1901. Univ. of Illinois, B.S., in mech. engrg. Entered automobile business in 1923 at Anderson, Ind., with Delco - Remy Co. as engr.

GODFREY, JOSEPH E., works mgr. of Saginaw Steering Gear Div., General Motors Corp. Born Aug. 15, 1915, Anderson, Ind. Purdue Univ. Entered automobile business in 1937 with General Motors.

GOEHRIG, HAL, with Blackhawk Mfg. Co. as vice - pres. sales since 1942. Born Milwaukee, 1908. Univ. of Wisconsin, B.A. degree. Entered automobile business in 1930 at Milwaukee with present company in factory.

DISCOVER DAVIS

THE EQUIPMENT THAT LEADS THE WAY

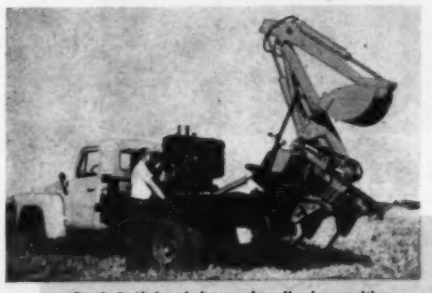
AMERICA'S LARGEST SELLING

BACK-HOE

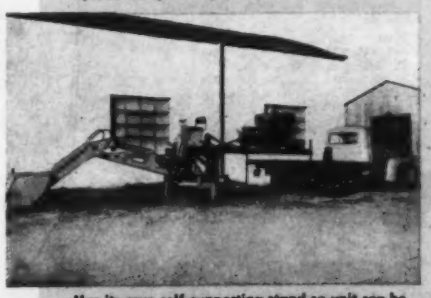
NOW AVAILABLE

TRUCK MOUNTED

OPENING A GREAT NEW MARKET FOR TRUCK DEALERS



Davis Back-hoe is lowered to digging position hydraulically in only one minute.



Has its own self-supporting stand so unit can be completely detached from truck in less than five minutes.

The construction boom is on, and *new, profitable* sales are yours with this new DAVIS TRUCK BACK-HOE. Plumbers, contractors, utilities, counties, townships, cities, petroleum companies, and many other industries want this versatile equipment. **FIRST**, because it has the features that have made it America's largest selling back-hoe. **SECOND**, because it can be completely detached from the truck in five minutes, freeing the truck for normal utility. **THIRD**, because it is priced lower than any other truck unit.

The Davis Back-hoe will fit all one-ton or larger flat-bed trucks. Independent hydraulic system is powered by any one of several industrial engines — giving you more sales in that line, too. Installation is easy; maintenance is simple.

It is available in both the popular Model 185, or the new Model 210 which permits flush digging alongside buildings, fences, etc.

A limited number of dealerships are available to truck dealers. Write for complete information and name of nearest distributor.

MID-WESTERN INDUSTRIES, INC.

1009 SOUTH WEST STREET DEPT. AN WICHITA 15, KANSAS

AUTOMOTIVE NEWS FAMILY ALBUM

GOULD, HERBERT M., with Motors Holding Div. of General Motors Corp. as general mgr. since 1949. Born in Philadelphia, Pa., Oct. 20, 1902. Wesleyan, Washington and Lee. Joined GMAC in 1926.

GRANT, WILL C., with Grant Adv., Inc. as pres. Born Dallas, Tex. Aug. 9, 1906. Southern Methodist and Texas University.

GREEN, JOHN F., general manager of Ditzler Color Division, Pittsburgh Plate Glass Company, since 1955. Born Portland, Oregon, March, 1914. Entered automobile business in 1954 at Detroit.

GREEN, ROBERT N., president of Automotive Materials Corporation since 1947. Born Detroit, Mich., 1918. Entered automobile business in 1935 at Detroit with Automotive Materials Corp.

GREENLEE, JAMES T., with Imperial Brass Mfg. Co. as vice-pres. and director in charge of Industrial Sales Division. Born in Chicago Dec. 7, 1892. Northwestern U. Entered automobile business 1910 at Chicago with Imperial Brass Mfg. Co.

GRANT, RICHARD H., JR., with The Reynolds & Reynolds Co. as pres. since 1940. Born Dayton, O., Jan. 18, 1913. Milford Prep. Sch., Detroit Business Univ. Entered automobile business in 1936 at Centerville, O., as Chevrolet dealer.

GREBE, HENRY C., with Ford Motor Company, as Chief engr., product engrg. office, metal stamping. Born Detroit, May 25, 1902. Entered automobile business in 1918 at Detroit as office boy in Body Engineering Department, Fisher Body Corp.

GREEN, LESLIE H., founder and chairman of the board of Automotive Materials Corp. since 1920. Born Detroit, Mich., 1886. Entered automobile business in 1901 at Detroit with Olds Motor Works.

GREEN, WILSON O., with United States Rubber Co. as dir. dealer sales, tire division, since 1956. Born in Baltimore, Md., on Aug. 22, 1911. Univ. of N. Caro., Baltimore Coll. of Com. Entered rubber business Aug. 7, 1935, at Charlotte, N. C. with U. S. Rubber Co. as asst. to dist. mgr.

GRESHAM, NOAH O., with White Motor Co. as dir. of retail and wholesale operations since 1956. Born in Herrin, Ill. Attended St. Louis U. Entered automobile business in 1929 as district mgr. Firestone Tire & Rubber Co.

GRIFFIN, HAROLD F., with Griffin Lamp Co. as pres. since organization of company in 1946. Born in Cincinnati June 10, 1898. Univ. of Cincinnati. Entered automobile business in 1917 in Detroit at Cadillac Motor Car Co.

GRIMES, WILLIAM M., mgr., of merch. and prod. planning office of Mercury Div., Ford Motor Co., since 1955. Born in Indiana. Harvard University. Entered automobile business in 1949 with Ford Motor Co.

GRINSTEAD, C. W., Director of Advertising and Merchandising for Willys Motors, Inc. Born in Illinois, 1913. Entered the automobile business in 1934 and joined Willys in 1945.

GROVE, HOWARD P., West Coast Div. Mgr., Willys Motors Inc. Joined Willys-Overland Motors, Inc., as vice-pres. in 1950. Born in Lester, Iowa on July 2, 1895. Entered automobile business in 1918.

GULICK, J. E., vice-pres. mfg. of B. F. Goodrich Tire Div., B. F. Goodrich Co., since 1953. Univ. of Akron, B.E. degree. Entered rubber business in 1927 at Akron as tire development engr. for B. F. Goodrich Co.

GUNDAKER, GUY JR., with the B. F. Goodrich Co. as vice-pres. replacement sales since 1956. Born Philadelphia, Pa., Nov. 5, 1900. Cornell Univ. Entered automobile business in 1924 at Philadelphia with the B. F. Goodrich Co.

GUSTINE, A. NEIL, King-Seeley Corp. pres. since 1947. Born in Hartford, Mich., Feb. 12, 1900. Univ. of Michigan, B. S. degree. Entered automobile business in 1924 at Ann Arbor, Mich., with King-Seeley Corp. as draftsman.

UTICA

hallmark of quality in hand tools since 1895

As a division of Kelsey-Hayes, Utica will continue to produce the world's most complete line of *superalloy, drop-forged, electronic induction-hardened pliers and wrenches* and other precision hand tools . . . quality in tools that has made famous the Utica name.

Kelsey-Hayes becomes a leader in another important field . . . serving industry and the home.
Kelsey-Hayes Co., General Offices: Detroit 32, Michigan.

UTICA®

Utica is the only line of hand tools carrying an unconditional guarantee. Distributed nationally.

- Pliers
- Adjustable Wrenches
- Custom Tools
- Screw Drivers
- Chisels
- Snips
- Punches
- Star Drills
- Nail Sets
- Bit Extensions

KELSEY-HAYES

KH

Automotive, Aviation and Agricultural Parts • Hand Tools for Industry and Home.
15 PLANTS / Detroit and Jackson, Michigan; McKeesport, Pennsylvania; Los Angeles, California; Windsor, Ontario, Canada Jackson, Michigan • Springfield, Ohio—2 plants—(SPECO Aviation Division) • Utica, New York—4 plants—(Utica Drop Forge and Tool Division) • Davenport, Iowa (French & Hecht Farm Implement and Wheel Division)

AUTOMOTIVE NEWS FAMILY ALBUM

HABEL, O. WILLIAM, gen. mgr., Detroit Transmission Div. of General Motors Corp., since 1956. Born Delta, Ohio, Nov. 23, 1898. Ohio State Univ., B. M. E. degree. Entered automobile business in 1923 at Anderson, Ind. as student eng. with Delco-Remy Div.

HALLOCK, J. RICHARD, gen. purch. agent of Edsel Div., Ford Motor Co. since 1955. Born Lansing, Mich. Mich. State Univ., B. A. degree. Entered automobile business in 1947 as mgr. of organization and methods dept. at Lincoln-Mercury Div.

HAMLIN, J. R., general manager Aro Top Sales Co. since 1945. Born Wenham, Mass., in 1892. Entered automobile business in 1916 at Boston with Connell-McKone Co., as salesman.

HANCOCK, WILLIAM G., with McCord Corp. as pres. since June, 1948. Born Detroit Dec. 22, 1894. Entered automobile business in 1919 in Detroit with McCord Corp. as office mgr.

HARBISON, JOHN S., mgr. of repl. sales of Willard Storage Battery Div., The Electric Storage Battery Co. Born Magazine, Ark. Apr. 9, 1915. Entered automobile business in 1947 at Kansas City with the Willard Storage Battery Co.

HAFSTAD, LAWRENCE R., vice-pres. in charge of research staff of General Motors Corp. since 1955. Born Minneapolis, Minn. June 18, 1904. Univ. of Minn., B.E.E. degree, Johns Hopkins Univ., PhD degree. Entered automobile business in 1955 with General Motors Corp.

HAMILTON, GUY JR., with Ford Div., Ford Motor Co., as marketing sev. mgr. Born Whitewright, Tex. Rice Institute. Entered automobile business in 1948 at Dearborn, Mich., with Ford Motor Co. as member of the organization department.

HANCOCK, ROBERT W., with Hancock Mfg. Co. as pres. and gen. mgr. since 1948. Born in Chicago, Jan. 1 1905. Mass. Inst. of Tech. Entered automobile business in 1927 at Jackson, Mich., with Hancock Mfg. Co. as prod. clerk.

HANSEN, ZENON C. R., pres. of Diamond T Motor Car Co. since 1956. Born Hibbing, Minn., 1909. Entered motor truck business in 1927 with International Harvester Co.

HARDER, DEL S., with Ford Motor Co. as exec. vice-pres. and exec. vice-pres. basic mfg. divisions. Born in Delhi, N. Y., March 19, 1892. Mechanical Engrg. Correspondence School. Entered automobile business in 1912 at N. Y. with Yellow Cab Co.

HAGOPIAN, LOUIS T., dir. of adv. and sales prom., Plymouth Div., Chrysler Corp. since 1956. Born Pontiac, Mich., June 1, 1925. Entered automobile business in 1948 as field claims adjuster with Pontiac. Joined Dodge in 1953.

HAHN, REA I., pres. of Walker Mfg. Co. of Wisc. since 1956. Born Culver, Ind., Sept. 10, 1901. Purdue Univ., B.S. Ch.E. degree. Entered automobile business in 1934 at Anderson as metallurgist and process engr. with Delco-Remy Div., General Motors Corp.

HALDERMAN, FRANK E., gen. mgr. of Bower Roller Bearing Div., Federal - Mogul - Bower Bearings, Inc., since 1956. Born Emporium, Pa., 1901. Entered automobile business in 1942 with Bower Roller Bearing Co.

HALL, SIDNEY S., with Libbey - Owens - Ford Glass Co. as Detroit automotive sales mgr. since 1945. Born Dayton, O., Nov. 15, 1902. Univ. of Pa., B.S. of Econ. Entered automobile business with Libbey-Owens-Ford at Toledo in 1927 as sales rep.

HALL, T. FAXON, with Walker Mfg. Co. of Wis. as vice-pres. Born Negaunee, Mich., May 2, 1901. Univ. of Wis., B.A. Entered automobile business in 1930 in Milwaukee, Wis., with Shaler Co. as sales promotion mgr.

HALLAS, HOWARD E., pub. rel. dir. of American Motors Corp. since 1955. Born Sept. 11, 1910, Donora, Pa. U of M, 1933. Entered automobile business in 1937 with Automotive Daily News.

HALLER, FRED L., Past pres. National Automobile Dealers Assn. Born in Washington, D.C., Sept. 22, 1895. Entered automobile business in 1919 in District of Columbia as dealer.

Dunlop "FIRSTS"...DOUBLED riding COMFORT

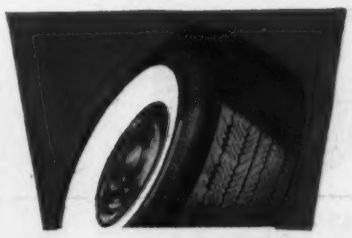
Today's combination of new, lower pressure tires and foam rubber seating provide the smoothest, softest ride the motoring public has ever enjoyed.

Dunlop's invention of the pneumatic tire literally made the automobile possible. Later, the low-pressure tire, another Dunlop "First," put the world on wheels...wheels that rode on air.

Then, with Dunlop's discovery of foam rubber, softer automotive seats were developed, and a brand-new era of riding comfort was created.

Each invention was the result of Dunlop's concern for greater driving comfort. In each instance, the new "cushioned comfort" was a tremendous improvement over existing standards.

Today Dunlop, the pioneer of yesterday, is still the world leader in tire and rubber research.



You're seeing more **DUNLOP** *tires on the road every day*

DUNLOP TIRE AND RUBBER CORPORATION, *Buffalo, N. Y.,* **Founders of the Pneumatic Tire and Foam Rubber Industries**

AUTOMOTIVE NEWS FAMILY ALBUM

HARDING, ALBERT B., with Lempco Prod., Inc. as vice-pres., sales since 1949; with Lempco Automotive, Inc. as pres. since July, 1953. Born 1917. Lehigh Univ., B. S. degree. Entered automobile business in 1946 at Bedford, O., with Lempco Prod., Inc. as sales engr.

HARRIG, ERNEST L., with Chevrolet Motor Div. of GM Corp. as gen. serv. mgr. since 1947. Born Hannibal, Mo., May 12, 1895. Entered automobile business in 1908 in Omaha, Neb., with Franklin-Peerless as mechanic.

HARRINGTON, RALPH H., adv. dir. General Tire & Rubber Co., all products, all divisions, since 1936.

HARROW, T. T., with White Motor Co. as dir. of export since 1949. Born 1889. Entered automobile business in 1926 as salesman.

HARTIG, ARNOLD W., staff asst. to the group vice-pres., basic mfg. of Chrysler Corp. Born May 30, 1909, in Reedsburg, Wis. Entered automotive field with Universal Products in 1946, serving as treas. and dir.

HARDING, SAM V., with Bendix Prod. Div. of Bendix Aviation Corp. as adv. mgr. since 1937. Born Indianapolis June 21, 1900. Entered automobile business in 1922 in Indianapolis with Marmon Motor Car Co. as sales and sales prom. mgr.

HARRINGTON, F. THEODORE, with Vickers, Inc. as vice-pres., sales since 1939. Born in Cleveland, O., 1903. Univ. of Akron, M.E. Entered automobile business in 1932 at Detroit with Vickers, Inc., as sales engineer.

HARRIS, WADE N., president of The Midland Steel Products Co. since 1956. Born Buffalo, N. Y. Feb. 17, 1906. Cornell Univ., B.S. degree. Entered automobile business in 1948 at Detroit as body div. mgr. of Murray Corp. of America.

HARTFORD, LAWRENCE D., vice-president in charge of sales of Dunlop Tire and Rubber Corporation since 1954. Born in Ohio, Nov. 27, 1898. Entered tire business in 1923 at Chicago as office manager of Dunlop Tire and Rubber Corporation.

HARTIGAN, JOSEPH J., with Campbell-Ewald Co. since 1925. Senior vice-pres. and dir. Born in Chicago, Apr. 27, 1899. Mark Sheridan-St. James. Entered automobile business in 1916 at Chicago with Critchfield & Co.

HASEMEYER, HAROLD E., with The Electric Auto-Lite Co. as vice-pres. in chge. of prod. since 1955 and member of the board of directors since 1952. Born Toledo, 1897. Entered automobile business in 1915 with Auto-Lite.

HASSEL, CARL E., vice-pres. and media dir., Ross Roy, Inc. Born Menominee, Mich., July 19, 1903. Univ. of Michigan. Entered automobile business in 1926 in Detroit with Campbell-Ewald Co. as research asst.

HATCH, CLARANCE JR., exec. vice-pres. of Campbell-Ewald Co. since 1956. With D. P. Brother as executive vice-president from 1933 to 1955, with Kudner Agency 1955-1956 as sen. vice-pres. Born in Savannah, Ga. Entered advertising business with Chrysler in 1923.

HAWKINS, ALFRED I., with Rockwell Spring & Axle Co. as vice-pres. since 1953. Born Grove, Mich., Aug. 8, 1893. Ferris Inst. Entered automobile business in 1912 at Jackson with Sparks-Withington Co. as steno-clerk.

HAWKINS, HARRY, dir. of sales and engrg. of Saginaw Steering Gear Div., General Motors Corp. Born July 11, 1905, Bay City, Mich. Univ. of Mich. Entered automobile business in 1926 with White Motor Co.

HAYS, ROBERT M., with Rockwell Spring and Axle Co. as vice-pres. since 1956 Born Pittsburgh, Pa., Aug. 2, 1902. Penn State Univ. Entered automobile business in 1927 at Pittsburgh with Dible Buick as salesman.

HEGG, CLINTON F., vice-pres. and gen. sales mgr. of L-O-F Glass Fibers Co. Univ. of Minnesota. Entered glass industry in 1939 at Dallas as sales rep. for L-O-F Glass Fibers Co.

worth a good look: Gabriel AjustOmatics

Gabriel AjustOmatic is the *only* hand-adjustable shock absorber. You adjust it during installation—for normal, soft or firm control. On any car, it gives the added stability, roadability and comfort so many owners want. Any time a customer wants something different from "average ride"—you've got a customer for Gabriel AjustOmatics. The price and profit picture are mighty attractive. Get the full facts from your Gabriel Jobber.

THE GABRIEL COMPANY, CLEVELAND 15, OHIO

Gabriel
AJUSTOMATIC
SHOCK ABSORBERS

Tom Kleene:

Detroit Times Automobile Editor

Lower Price Models Boosting De Soto Position

Auto-Graphs

De Soto's move into the lower medium price class by the addition of a new series to its 1957 model lineup appears to be paying dividends.

Judging by early model year reports, it is not unlikely that the new Firesweep series may this year boost De Soto from twelfth to tenth place in the industry's sales race.

The 1,000 additional sales which the division previously had not had representation.

If the low price class is eliminated from consideration, the three De Soto series now are offered in a price range that includes 91 per cent of new car sales. With only the Fireflite and Firedome series, this make only had about a 72 per cent coverage.

PRICE FACTOR

How much of the De Soto line's success in the 1957 model year may be attributed

its introductory year had captured as much as the 33 per cent share of i sales that the Fi far holds.

The expectation sion's officials Firesweep's shar tinue to increase 40 per cent wit dome taking abou and the Fireflite

Behind the int the Firesweep wa of De Soto dealer priced closer to tl

DE SOTO SALES RISE

De Soto sales in January and February were 11 per cent higher than for the first two months of 1956 and were approximately equal to the first two months of the record year of 1955.

On the basis of January registrations, De Soto is in tenth place in the industry, two notches higher than it

De Soto 1956 Sales Increase Reported

rt Frost, Culver City De Soto-nouth dealer, has just returned n San Francisco where he at-ied the National Automobile lers Association Convention.

hile attending the meeting 3, Wagstaff, vice president in ges of sales, De Soto Division,

Frost, "In the first eleven ths of 1956, De Soto recorde 5 per cent increase in sales in price group in the automobil

States to tell the sales story of the car "priced just above the lowest."

Reporting on the first eleven months in 1956, Wagstaff said that De Soto is one of five automobile companies to have achieved an increase in its market penetration in 1956, and the only car in its price group in the industry to show an improvement.

DeSoto sales are moving at a fast clip

parently still climbing.

He said about 30 p of the trade-ins were in the low price field owners were upgrading selves into a new pric

Checking registratio ures back to 1950, W reported that no other in the medium price

Automotive News

By Ernest W. Peterson
Journal Automobile Editor

DeSoto division of Chrysler corporation recorded a 15 per cent increase in sales in its price group during 1956.

In revealing this figure here last week, J. B. Wagstaff of Detroit, vice president in charge of sales, also reported that the new Firesweep models, introduced last fall, have accounted for 35 per cent of DeSoto sales so far this model year.

J. B. Wagstaff

it is 2 higher, er, and 5 horse-270 in in the

that Fireflite.

just The emphasis which dealers are placing on further "conquests" for the Firesweep is reflected in this report from a large volume Detroit retailer:

these have other

the Division to schedule for pro-duction four Firesweeps every ten De Sotos manuf he said.

This new model has p De Soto to invade a mark was eager for our cars." W said.

"Dealers had told us t would be a desirable model staff said. "Frankly we are ed that it has caught on sc this lower medium price

Because of the initial su the Firesweeps, Wagstaff that De Soto had schedulec promotion and advertisin paign in 261 markets in th

o o o

In the first 11 months of 1956, De Soto Division recorded a 15 per cent increase in sales in its price group in the automobile industry.

In revealing this figure, J. B. Wagstaff, vice president in charge of sales, also reported that the all-new Firesweep introduced this fall has accounted for 35 per cent of De Soto sales so far this model year.

This initial acceptance by the public of the Firesweep, which gives De Soto a model in 91 per cent of today's price market exclusive of the low priced three, has prompted the Division to schedule for production four Firesweeps out of every 10 De Sotos manufactured.

... and these clips prove it!

These newspaper clippings (and dozens more just like 'em) tell the amazing success story of the De Soto *FireSweep* . . . the car that's won public favor faster than any new postwar series introduced by any manufacturer!

The FireSweep is a fresh, young contender in the hotly competitive lower-medium price field . . . and it's won its spurs in a hurry. Now, just a few months after its birth, *three out of four* FireSweep sales are being made to owners of competitive makes. Almost overnight, FireSweep skyrocketed to an astonishing 35% of total De Soto sales.

Firedome and Fireflite sales keep growing, too. This fast-moving trio has given De Soto dealers complete price coverage . . . and a steadily increasing market penetration . . . in the booming medium price field.

These clippings tell just part of the story. Ask anybody who sells De Soto. They'll tell you *all* the reasons why . . .

it pays to be a DeSoto dealer!

AUTOMOTIVE NEWS FAMILY ALBUM

HEIL, JOSEPH F., with Heil Co. as pres. since 1946. Born in Wisconsin in 1902. Northwestern Univ. Entered automobile business in 1923 with Heil Co.

HENDERSON, ELDON H., with Yale Rubber Mfg. Co. as pres. Entered automobile business in 1927 with Continental Rubber Works as sales engineer. Left in 1945 to found Yale Rubber Mfg. Co.

HENRY, T. J., mgr. of adv. and sales prom., gen. marketing office, of Mercury Div., Ford Motor Co., since 1954. Born Seaforth, Ont., Canada. Entered automobile business in 1935 with N. W. Ayer & Son, handling adv. and sales prom. for Ford Motor Co., of Canada.

HERPOLSHEIMER, PAUL JR., with DeSoto Div., Chrysler Corp., as exec. asst. to vice-pres. Born Sept. 26, 1904 in Seward, Neb. Univ. of Neb. Joined DeSoto in 1939 as dist. mgr. Entered automobile business in 1926 as retail salesman.

HICKS, GLENN H., with Acme Quality Paints, Inc., technical dir. since 1940. Factory manager since 1953. Born Garnett, Kan., May 5, 1903. Univ. of Kan., A. B. Entered automobile business in 1923 in Kansas City, Mo., with Cook Paint & Varnish Co., as chemist.

HEITMAN, CHARLES E., pres. of Carter Carburetor Div., ACF Industries, Inc., since 1956. Born Bolton, Miss., Jan. 14, 1908. Georgia Tech., Yale Univ., B.S.E.E., M.S.E.E. degrees. Entered automobile business in 1936 at Philadelphia as engr. with Edw. G. Budd Mfg. Co.

HENRY, JOHN F., vice-pres. of Geyer Adv., Inc. since 1953. Born Brooklyn, N. Y. N. Y. Univ. Entered automobile business in 1946 at N. Y. as asst. acct. exec. with Geyer Adv. Inc.

HERMAN, FRANK P., with Purolator Products Co. as vice-pres. and consultant. Born in Ashland, O., 1886. Ohio State. Entered automobile business in 1912 at Detroit with Studebaker Corp. as salesman.

HEWITT, THOMAS M., automotive publicity mgr. of American Motors Corp. since 1956. Born Detroit, Mich., Sept. 29, 1929. Wayne Univ., Univ. of Detroit. Entered automobile industry in 1949 as staff writer for Automotive News.

HIGGINS, HARRY B., chairman of board of Pittsburgh Plate Glass Co. since Dec. 14, 1955. Born Newburyport, Mass. Harvard Univ., A.B. degree. Univ. of Pittsburgh, LLB degree. Entered automobile business at Minneapolis with Pittsburgh Plate Glass Co.

HILL, HAROLD H., general manager automotive finishes, Pittsburgh Plate Glass Co. Born Blissfield, Mich., May, 1910. Entered automobile business in 1935 at Detroit with Ditzler Color Division.

HILL, WILLIAM O., mgr., special events for Plymouth Div., Chrysler Corp., since Jan., 1957. Born Taylor, Texas, Feb. 1, 1925. Louisiana Tech. Entered automobile business with Dodge in 1952 in co-op adv.

HOBAN, JOSEPH A., With B. F. Goodrich Co. as vice-president of marketing since 1956. Born Cincinnati, May 10, 1897. Univ. of Cincinnati; LL.B. Entered automobile business in 1919 in Akron with B. F. Goodrich Co. as salesman.

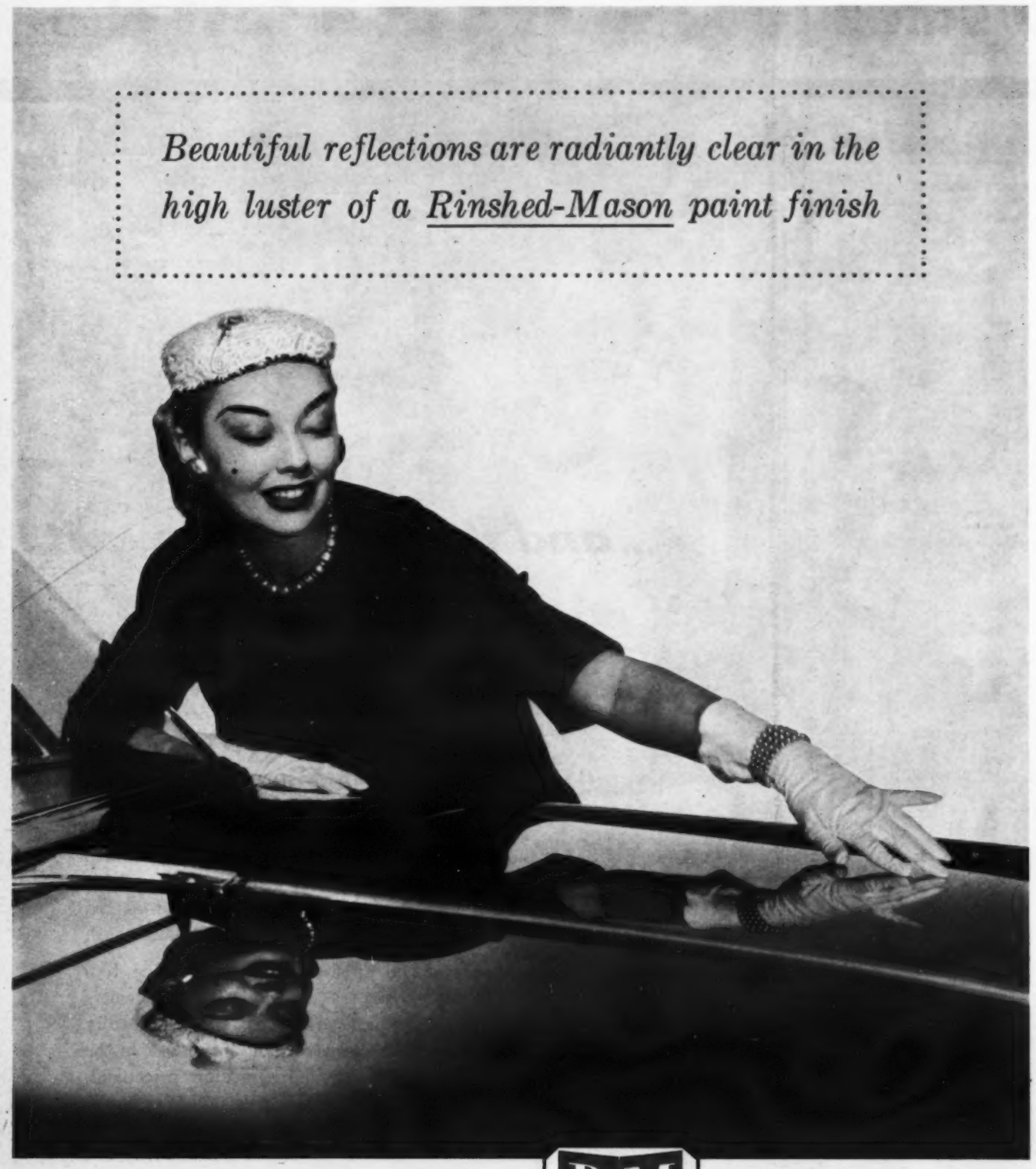
HOLADAY, ORVILLE C., with Ramsey Corp., St. Louis, Mo., as vice-pres. service division mgr. Born Xenia, Ill., 1895. Entered automobile business in 1917 in Alma, Mich., with Republic Motor Truck Co. as accountant.

HOLDEN, PARKER with Holden, Chapin, LaRue, Inc. as pres. since 1928. Born Detroit, Mich., Feb. 1897. Trinity Coll. A.B. Entered advertising business in 1919 in Detroit with Seelye & Brown Adv. Agency as acct. exec.

HOLDSWORTH, HARRY W., with New Departure Div., General Motors Corp., as adv. mgr. since 1953. Born East Lansing, Mich., 1893. Mich. State Coll. Entered automobile business in 1920 at Bristol, Conn., with New Departure Div.

HOLE, A. J., group exec. - metal stamping, Ford Motor Co. since 1957. Born McIntosh, Minn., Sept. 10, 1904. Entered automobile business in 1922 as die maker for Briggs Mfg. Co.

Beautiful reflections are radiantly clear in the high luster of a Rinshed-Mason paint finish



RINSHED-MASON COMPANY

DETROIT 10, MICH. ★ ANAHEIM, CALIFORNIA ★ WINDSOR, ONTARIO, CANADA

R-M

Rinshed-Mason Company is America's foremost manufacturer of superior automotive and industrial lacquers, enamels and undercoats, and a pioneering leader in scientific paint research. R-M finishes are in daily use on the production lines of 14 makes of American cars.

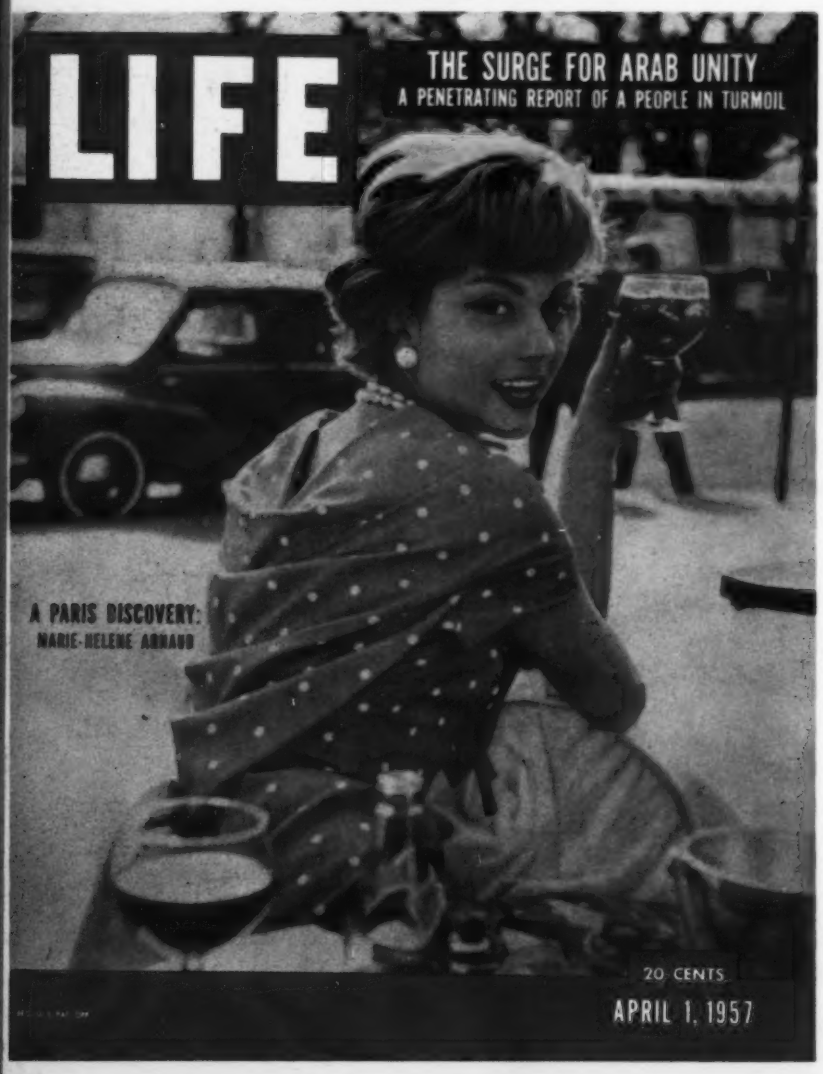
In every
city and town, LIFE directs
new-car sales your way...

. . . because people everywhere respond to LIFE's appeal

LIFE has a uniquely personal way of getting across to people . . . giving people the story in quick, clear word-and-picture terms . . . opening people's eyes to all the variety of life itself, in vivid photo-journalism that lets people share the excitement, surprises, drama, fun.

No other medium has such intensive personal impact. No other medium wins such enthusiastic response . . . to powerful words, unforgettable pictures, brilliant color pages, and advertisements that make a deep and lasting impression.

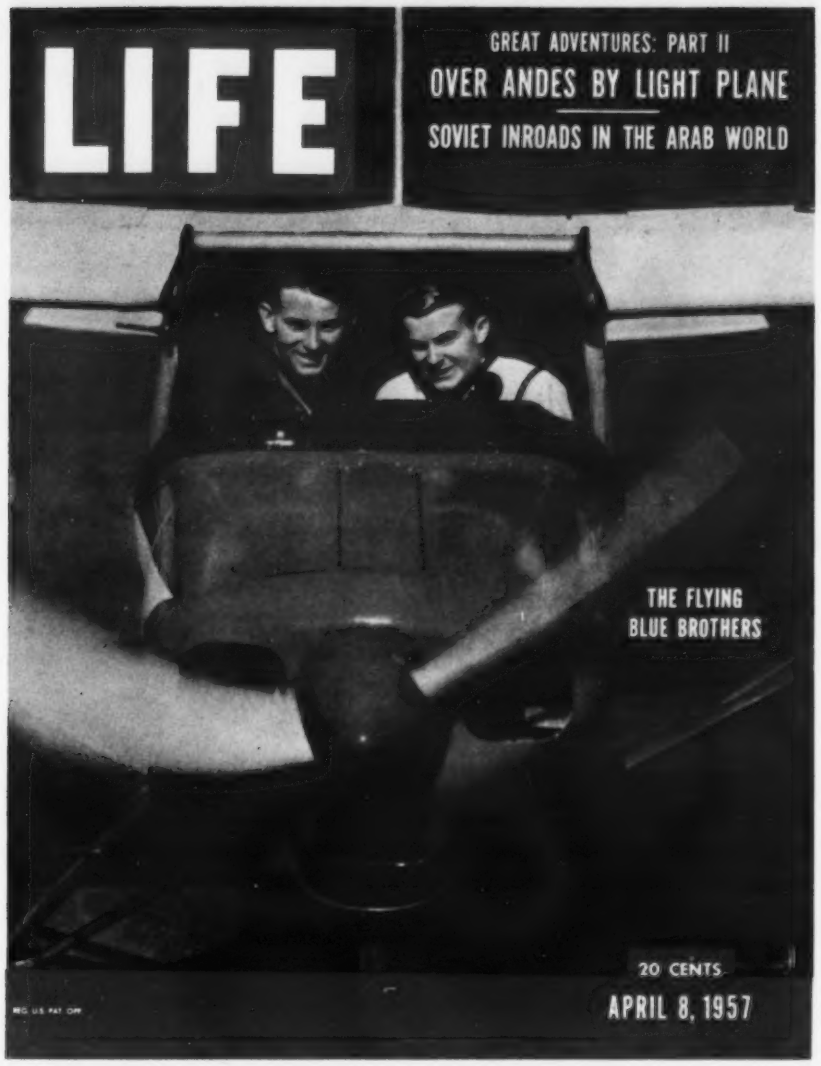
TO BEAUTY



TO HISTORY

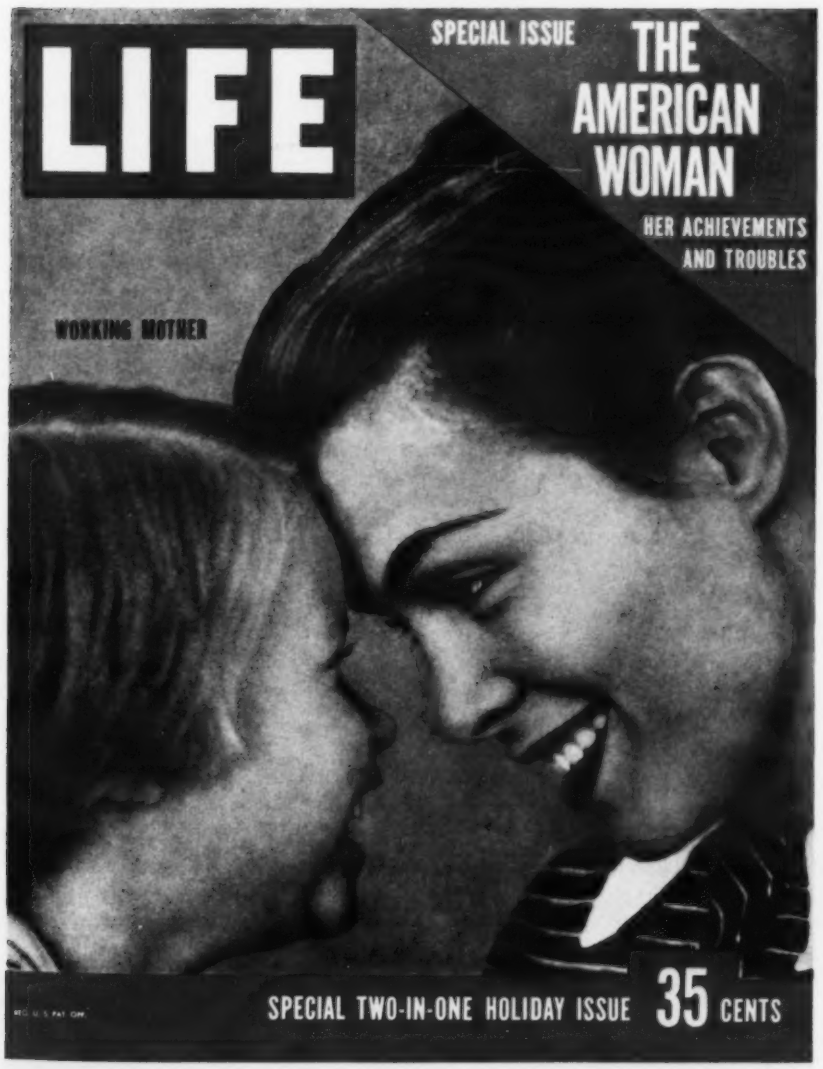
EACH WEEK, EVERYWHERE,

TO ADVENTURE

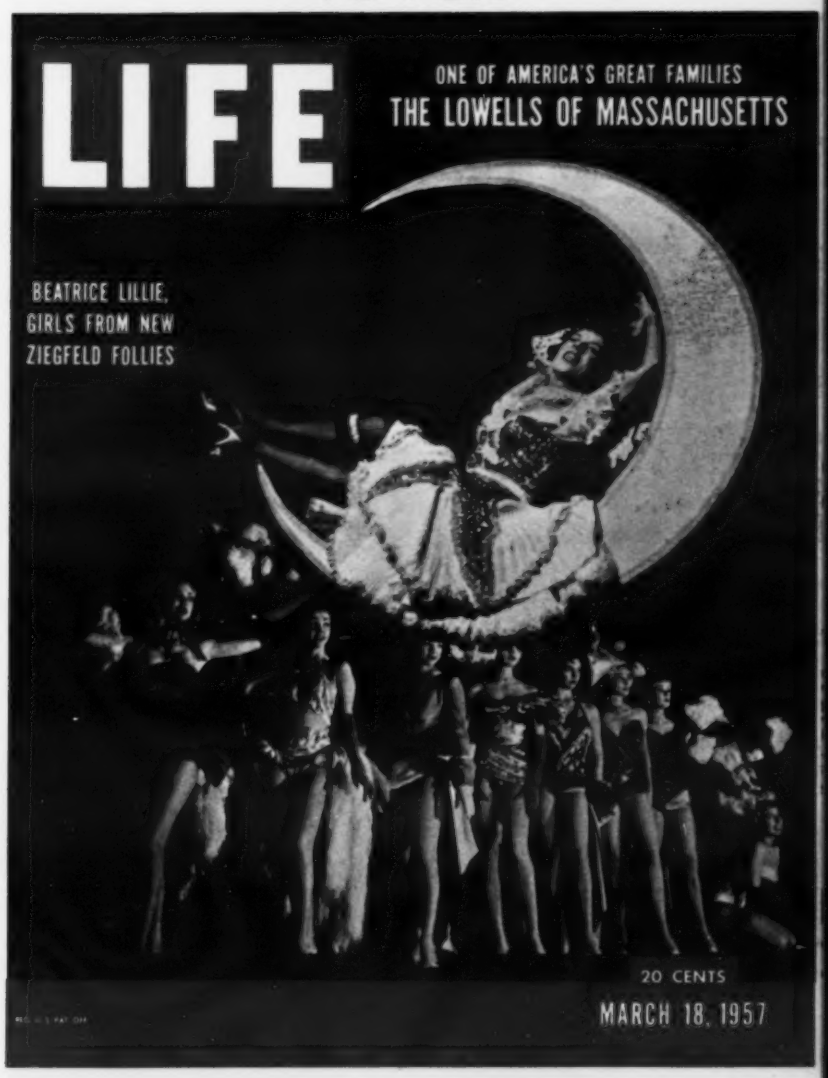


TO NEWS

TO PEOPLE



TO FUN



MOTORING AMERICA RESPONDS TO **LIFE**

. . . in every city and town, to LIFE

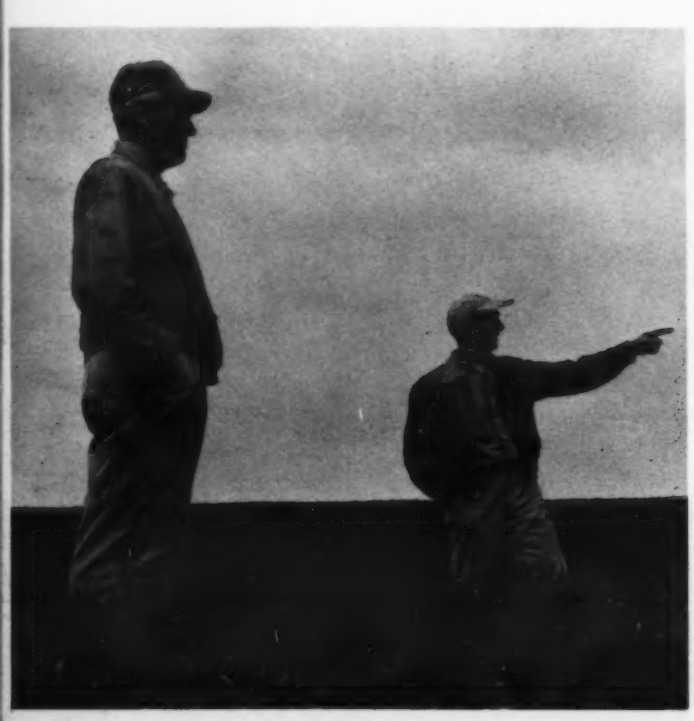
. . . to people . . . to businesses

Wherever LIFE goes, exciting things happen, and keep on happening . . . because people respond to LIFE, everywhere. Its impact is a continuous force . . . felt clear across the country, in every city and town, each and every week.

You'll get an idea of how your customers respond to LIFE from the follow-up stories on this page. These stories are typical of LIFE's effect on people everywhere. See what happens in neighborhoods like yours all over America to the people, the businesses and products that appear in LIFE.

PHILADELPHIA PENNA.

Philadelphia embarked on a dynamic new recreation program. Says Robert W. Crawford, Recreation Commissioner, "LIFE's articles showing one of our playgrounds sparked similar programs elsewhere, brought hundreds of requests for more information."



DES MOINES IOWA

Iowa farmer Fred Bruene, shown with son Dick, was the subject of a LIFE article. Mr. Bruene comments, "I received letters from all over, many from friends I hadn't seen in years. But perhaps the nicest thing that happened was when my old school, Morningside College, conferred upon me an honorary degree."

SAN DIEGO CALIF.

Gadget-loving Louis Mattar, who equipped his car with everything from shower to kitchen sink for non-stop drive cross-country, appeared in LIFE. He says, "I had phone calls from all over. I even got letters from London and Paris—so many, the post office made me pick them up myself."

this response makes things happen

...and to the products advertised in LIFE

TULSA OKLA.

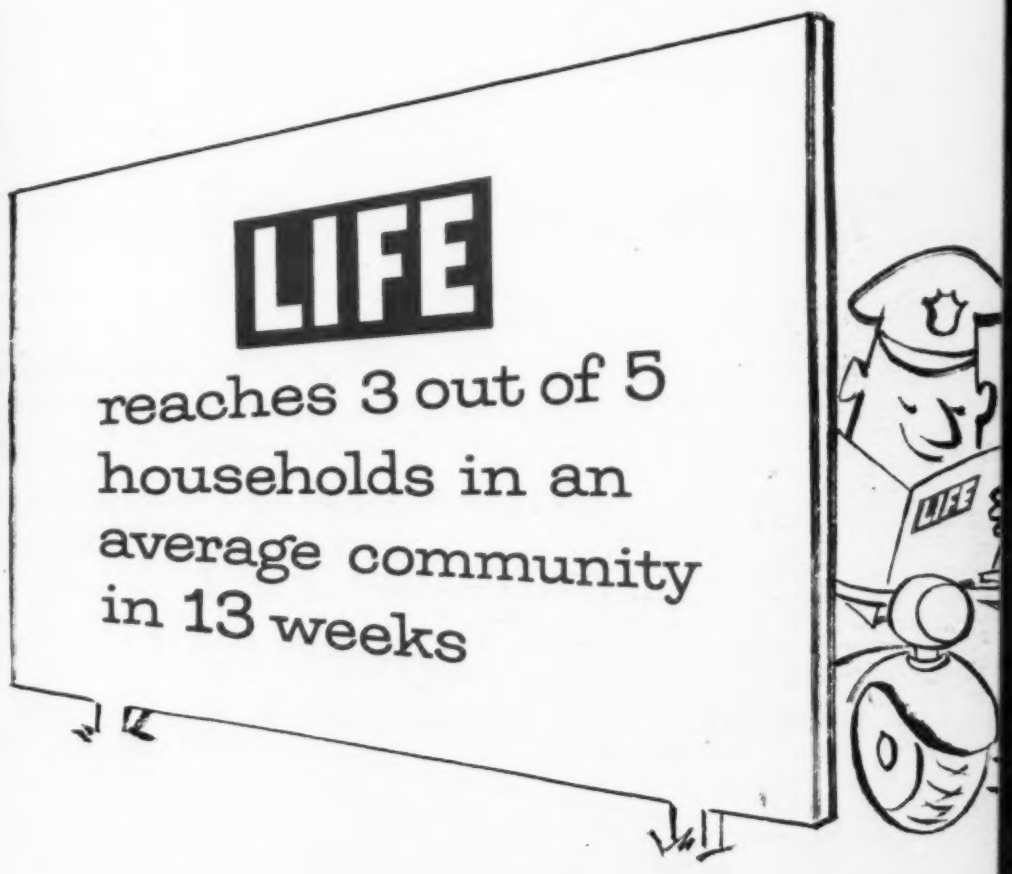
Tulsa's famous International Petroleum Exposition was covered in a LIFE article. Says W. B. Way, General Manager of the event, "After the LIFE story we had a tremendous increase in the number of requests from all over the world for space at the next Exposition."

DALLAS TEXAS

LIFE's story about American Airline stewardesses showed them in their apartment house pool. Regional Personnel Director R. E. Blanton writes, "Following the LIFE article, there was an immediate increase in stewardess applications. It was a dramatic demonstration of LIFE's power to persuade."

DETROIT MICH.

Says housewife Mrs. William E. Johnston who appeared in a full-page LIFE picture, "I needed a private secretary to answer the door, the telephone and my mail. I have had an offer to do a fashion commentary on TV. It's amazing the number of people everywhere who read LIFE."



LIFE

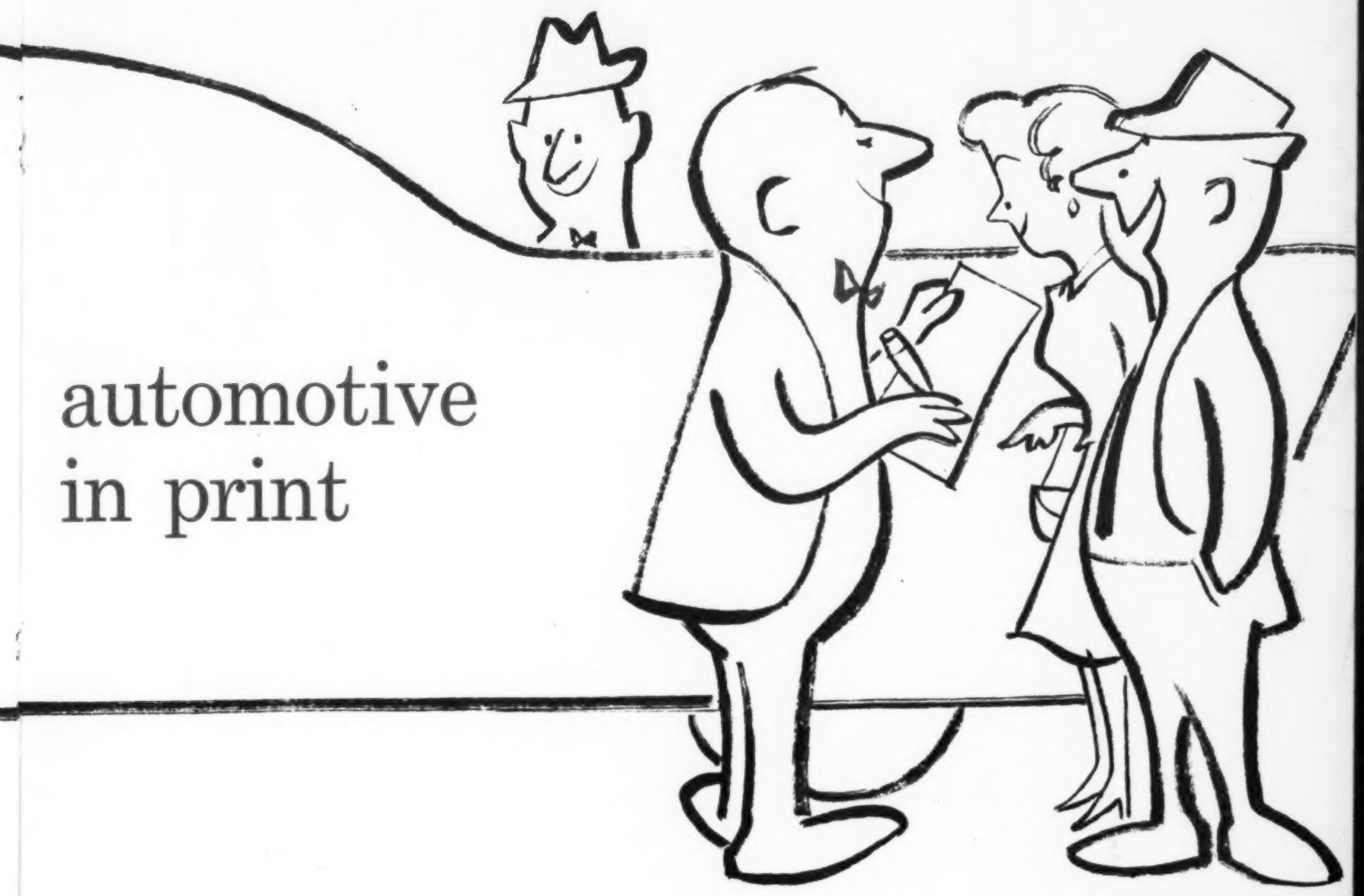
is America's showroom

LIFE influences new-car buyers in every neighborhood

LIFE presents the greatest continuous motor show on earth. Motoring America sees its automobiles come dramatically alive in LIFE. Readers get the excitement, the color, the thrill of a showroom itself.

They have the opportunity to study the cars in detail. LIFE gives *showroom presentation* as only a magazine can. Automobile sales all over America get a constant lift from the selling power of LIFE.

In 13 weeks, LIFE builds up a cumulative



. . . helps speed new-car sales in your showroom

1. LIFE is the favorite magazine of motoring America . . . each week more people buy LIFE than any other magazine.

2. More car owners read and respond to LIFE . . . an average issue reaches 30.4% of all car-owning households.

3. More new-car buyers read and respond to LIFE . . . an average issue reaches 39% of new-car buying households.

audience of 73% of all new-car buying household

Source for audience: *A Study of the Household Accumulative Audience of LIFE.*

Automobile manufacturers invest more for selling in LIFE, year after year

PASSENGER CARS AND VEHICLES ADVERTISING REVENUE

LIFE	$9,787,196
Saturday Evening Post	8,955,599
Time	3,102,677

Source: Publishers' Information Bureau (1956 gross figures)

TOTAL ADVERTISING REVENUE

LIFE	$137,454,372
Saturday Evening Post	86,873,786
Time	42,598,778

Source: Publishers' Information Bureau (1956 gross figures)

WEEKLY CIRCULATION

LIFE	5,738,226
Saturday Evening Post	4,950,061
Look (bi-weekly)	4,191,057

Source: July-December 1956, as filed with the Audit Bureau of Circulations, Subject to Audit.

Effective September 9, 1957, LIFE's circulation base will be 6,000,000

EVERY U. S. AUTOMOBILE MANUFACTURER ADVERTISED IN LIFE IN 1956

American Motors Corp.
Hudson
Nash
Rambler
Institutional

Chrysler Corp.
Chrysler
De Soto
Dodge
Imperial
Plymouth
Institutional

Ford Motor Company
Continental
Ford
Lincoln
Mercury
Institutional

General Motors Corp.
Buick
Cadillac
Chevrolet
Oldsmobile
Pontiac
Fisher Body
Institutional

Studebaker-Packard Corp.
Packard
Studebaker
Institutional

AUTOMOTIVE NEWS FAMILY ALBUM

HOLIHAN, ROY J., advertising representative for Automotive News since 1955. Born Buffalo, N. Y., Sept. 1, 1900. University of Detroit. Entered automobile business in 1920 at Detroit as assistant advertising manager of Cadillac Motor Car Co.

HOPE, IVOR H., with Hope Metal Products, Inc., as pres. since 1939. Born London, England, in 1896. Oxford Univ., England, B. A., M. A. Entered automobile business in 1920 with Chandler Motor Car Co. as P. A.

HORNER, STANLEY H., past pres. National Automobile Dealers Assn., past pres. of Washington Automobile Dealers Assn. Buick dealer since 1917, dir. Universal Underwriters, Pres. D. C. Old Timers. Dir. Automobile Old Timers. Entered automobile business in 1904 at Washington, D. C.

HUBBS, H. D., parts and access. mgr. Ford Div., since 1956. Born Amsterdam, N. Y. Cornell Univ. Entered automobile business in 1947 as parts sales mgr. of Ford Motor Co.

HUDSON, MARVIN L., dir. of automotive export sales of American Motors Corp. since 1956. Born Powhatan, Ark. Detroit Business Institute. Entered automobile business in 1925, working on assembly line of Rickenbacker Motor Car Co.

HOLLEY, EARL, with Holley Carburetor Co. as vice-chmn. of the board since Jan., 1953. Born Port Jervis, N. Y. Bradford, Pa., High Sch. Entered automobile business in 1901 in Bradford, Pa., with Holley Motor Co.

HOPKINS, PHILIP B., dir. of serv. development and training of Chrysler Corp. since 1956. Born Middlefield, O., Mar. 18, 1901. Entered automobile business at Cleveland with F. B. Stearns Co. following World War I.

HOWARD, J. B., asst. gen. mfg. mgr. of Mercury Div., Ford Motor Co., since 1955. Born Greenville, Texas. Rice Institute. Southern Methodist Univ. Entered automobile business in 1926 with Ford Motor Co.

HUBER, WILLIAM H., sales prom. mgr., Edsel Div., Ford Motor Co., since 1957. Stanford Univ. Entered automobile business in 1950 with Ford Motor Co. as reg. sales prom. mgr., Mercury Div.

HUEBNER, GEORGE J. JR., with Chrysler Corp. as exec. engr.--research since Jan. 1953. Born in Detroit in 1910. Univ. of Mich. Entered the automotive business in 1931 as a laboratory eng. for Chrysler.

HOLLEY, GEORGE M., with Holley Carburetor Co. as chmn. of the board since 1917. Born Port Jervis, N. Y. Apr. 11, 1878. Stevens School. Entered automobile business in 1897 in Bradford, Pa. with Holley Brothers Co.

HOLLEY, GEORGE M., JR., with Holley Carburetor Co. as pres. since 1953. Cornell Univ., B. of Arts. Entered automobile business in 1938 at Detroit with Holley Carburetor.

HOLLEY, JOHN C., with Holley Carburetor Co. as vice-president and director of sales. Cornell Univ. Entered automobile business in 1940 at Detroit with Holley Carburetor in engrg. dept.

HOLLINGSHEAD, RICHARD M., with R. M. Hollingshead Corp. as chmn. of board. Born Riverton, N. J., Feb. 25, 1900. Manlius. Entered automobile business in 1918 with R. M. Hollingshead Corp.

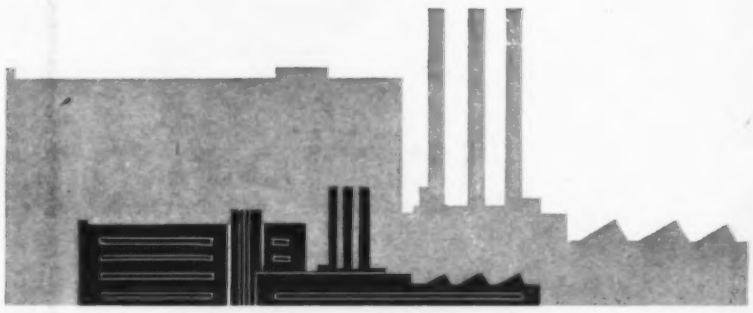
HOLMES, FOSTER, with Lincoln Engineering Co. as first vice-pres. and treas. since 1937. Born Minneapolis, Minn., June 25, 1890. Phillips Exeter Acad., Sheffield Scientific School of Yale Univ., B. S. degree. Entered the lubricating equipment business in 1931 at St. Louis with Lincoln Engineering Co. as sales mgr.

HOOPER, GEORGE F., with Hancock Mfg. Co. as vice-pres., mgr. of auto. sales, Hewitt-Robins, Inc. Born London, Canada, 1893. High school, bus. coll. Entered automobile business in 1920 at Windsor, Ont., with GM Corp. as foreman.

HOOVER, ERIC R., with Oldberg Mfg. Co. as pres. since 1940. Born Hamilton, Ontario, Canada, Feb. 28, 1893. Business college. Entered automobile business in 1915 at Lansing, Mich., with Olds Motor Works as stenographer.

HOUDAILLE INDUSTRIES

...serving a nation on the move



EACH YEAR Houdaille turns out millions of top-quality bumpers, bumper hangers, other automotive parts and factory-approved service tools for America's leading automobile manufacturers.

With a network of modern plants strategically located in the United States and Canada, Houdaille's manufacturing facilities are geared to meet the volume demands of the gigantic automotive industry.

Houdaille also plays a significant role in America's vast highway-building program. Its construction materials properties furnish great quantities of crushed stone, sand, gravel, transit mix concrete and bituminous concrete for safer, smoother, and longer-lasting highways.

And in the other major fields of transportation ...aircraft, railway and marine... precision-built components and equipment from other Houdaille divisions contribute to greater operating efficiency, increased safety and improved riding comfort.

HOUDAILLE INDUSTRIES, INC.
Executive Offices
1280 MAIN STREET • BUFFALO 9, NEW YORK

Houdaille manufacturing industries are located in: Akron, N.Y. • Buffalo, N.Y. (2) • Chicago, Ill. • Cleveland, O. • Decatur, Ill. • Detroit, Mich. • Hamilton, Ont. • Huntington, W.Va. • North Chicago, Ill. • North Tonawanda, N.Y. • Oshawa, Ont. • Southgate, Los Angeles, Cal.
Houdaille construction materials operating units are located in: Bound Brook, N. J. (2) • Browntown, N. J. • Buffalo, N.Y. (2) • Carpentersville, Pa. (2) • Eagle Rock (West Orange), N. J. • Eaton, Pa. • Hanover, N. J • Kenvil, N. J. (4) • Lakewood, N. J. • Millington, N. J. Montclair, N. J. (2) • Newton, N. J. • Oldwick, N. J. • Oxford, Pa. (2) • Portland, Pa. (2) • Riverdale, N. J. • Stockertown, Pa. Stroudsburg, Pa. • Summit, N. J. (4) • Wanaque, N. J.

AUTOMOTIVE NEWS FAMILY ALBUM

HUFSTADER, WILLIAM F., vice-pres. of General Motors Corp. in charge of distribution since Nov. 1, 1948. Born Jersey City, N.J., June 25, 1895. Denison Univ. Entered automobile business in 1915 at Buffalo with Pierce-Arrow Motor Car Co. as student engineer.

INGERSOLL, ROY C., pres. Borg-Warner Corp. 1950-55; pres., chmn. bd. 1955-56; chmn. bd., chief exec. officer 1956. Born Sandoval, Ill., Oct. 24, 1884. Knox College. Director Automotive & Aviation Parts Manufacturers, Inc., Chicago, Rock Island & Pacific R. R., Kelsey - Hayes Wheel Co., and Transportation Assn. of America.

ISBRANDT, R. H., dir. of automotive engrg. of American Motors Corp. since 1956. Born in Milwaukee on April 9, 1905. Univ. of Michigan and Univ. of Toledo. Entered automobile industry in 1920 as chassis detailer with A. O. Smith Corp.

IVEY, EDSON W., with Chevrolet Motor Div. as adm. asst. to gen. mgr. since 1946. Born Campbellford, Ontario, Can., 1893. Entered automobile business in 1909 at Flint, Mich., with Buick Motor Div. as clerk.

JACKSON, LEE R. with Firestone Tire & Rubber Co. as vice-chmn. since 1957. Born Akron, Apr. 28, 1891. Univ. of Akron. Entered tire business in 1912 at Akron with Firestone Tire & Rubber Co. as salesman.

HUGHSON, WILLIAM L., with Wm. L. Hughson Co. as pres. since 1903. Born Buffalo, N. Y., Nov. 13, 1868. Business college. Entered automobile business in 1903 at San Francisco.

IRELAN, FRANK H., with Delco Prod. Div. of GM Corp. as gen. mgr. since 1940. Born near Hollansburg, O., Jan. 3, 1893. Indiana Business College. Entered automobile business in 1916 at Dayton, O. with Dayton Eng. Lab. Co. as shopman.

ISON, FRED M., with Saginaw Steering Gear Div., GM Corp., as sales and service mgr. since June 16, 1952. Born Burgin, Ky. Burgin H. S. GM Inst. Entered automobile business with Fisher Body Div. of GM Corp. in July, 1927.

JACKSON, HENRY M., vice-pres. of J. Walter Thompson Co. since 1953. Born San Francisco, Calif., Oct. 30, 1906. Univ. of California. Entered automobile business in 1946 at San Francisco as account representative of J. Walter Thompson Co.

JACOBSON, CHARLES L., with Chrysler Corp. as vice-pres. dealer rel. since 1956. Pres. parts div., 1949-54. Born Paw Paw, Ill., May 29, 1896. Kalamazoo Coll. Entered automobile business in 1914 at Detroit with Ford Motor Co., adv. dept.

HULCE, RAY A., gen. pur. agt. of Lincoln Div., Ford Motor Co., since 1955. Born Whitewater, Wis., Univ. of Mich., B.S. degree, Columbia Univ., M.S. degree. Entered automobile business in 1948 with Ford Motor Co.

HUMPHREYS, HARRY E., JR., with U. S. Rubber Co. as pres. since 1949 and chmn. since 1951. Born Philadelphia, Oct. 24, 1900. Wharton School of Finance. Entered rubber business in 1938 in New York with U. S. Rubber Co. as vice-pres. and director.

HUNGATE, VIVIAN BERYL, with Associates Investment Co. as vice-pres. since 1945. Born in Clermont, Ind., Apr. 30, 1898. Fountain High. Entered automobile business in 1925 at Indianapolis with Chevrolet Motor Co. as district rep.

HUNT, ROY A., with Aluminum Company of America since 1903; president 1928-1951; chairman exec. committee since 1951. Born in Nashua, N. H., Aug. 3, 1881. Yale, 1903; A. B. Univ. of Pittsburgh, Ph. D. (Hon.), 1944. Oberlin College, Ph.D. (Hon.) 1953.

HUSTED, ELBERT E., with Titeflex, Inc. as pres. since 1943. Born Kansas City, Kans., June 8, 1892. Colorado Agr. Coll. Entered automobile business in 1924 in Newark, N. J., with Titeflex, Inc., as salesman.

HUTCHINSON, RICHARD A., vice-pres. and mgr. of export div. of Studebaker - Packard Corp. Born Spokane, Wash., Sept. 19, 1897. Gonzaga Univ. Entered automobile business in 1917 at Portland, Ore., with Charles C. Fegan Co. as salesman. Joined Studebaker in 1923.

IACOCCA, L. A., Wash. distr. sales mgr. of Ford Div., since 1956. Born Allentown, Penn. Lehigh Univ., B.S. degree, Princeton Univ., M. S. degree. Entered automobile business in 1946 at Dearborn with Ford Motor Co. on sales staff.

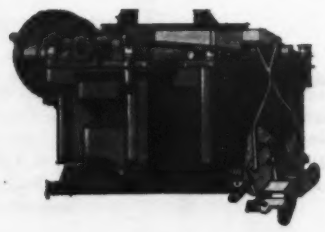
YOU'RE FIRST . . .

in line when it comes to quality. Rochesters are dependable . . . each one is *individually* tested. Economically inclined, they give *just* the right mixture, at just the right time, for top performance and gas mileage.

RECOMMEND AND

YOU'RE AHEAD . . .

with America's most called-for carburetor. Rochesters are standard on almost half the cars currently produced . . . right for replacement on over 22,000,000 cars on the road. A mighty big market!



Standard on Chevrolet, Pontiac, Oldsmobile, Buick and Cadillac

AUTOMOTIVE NEWS FAMILY ALBUM

JAHANT, CHARLES J., with General Tire & Rubber Co. as vice-pres. since 1922. Born Akron, O., June 19, 1885. Buchtel Coll., B. S. degree. Entered automobile business in 1909 at Akron with Firestone Tire & Rubber Co. as div. supt.

JOHN, W. A. P., co-founder of MacManus, John & Adams, Inc. Now its Consultant. Born in New Albany, Ind., Jan. 31, 1895. Univ. of Mich., A. B. degree. Entered automobile business in 1916 at Detroit with Dodge Bros., adv. dept. as copy-writer.

JOHNSON, DAVID W., with Muskegon Motor Specialties Co. as pres. since 1952. Born Algonac, Mich., Oct. 22, 1915. University of Detroit, B.M.E. degree. Entered automobile business in 1939 at Detroit with Federal Mogul Corp. as test engineer.

JOHNSON, JOSEPH, with Snap-on Tools Corp. Snap-on Tools of Canada, Ltd., as pres. since 1939. Born Milwaukee, 1894. Entered automobile business in 1918 at Milwaukee with American Grinder Mfg. Co. as mfg. exec.

JOHNSON, RAY, P., exec. and director of Borg - Warner. Born Muncie, Ind., July 31, 1907. Harvard. Entered automobile business in 1925 with Warner Gear, Div. Borg - Warner.

JAMIESON, JOHN C., with Pontiac Motor Div., GM as exec. asst. to gen. mgr. in chg. of dealer relations since 1956. Born Nov. 16, 1896, at Edenburg, N. D. Attended N. D. Agriculture coll. Entered automobile field in 1924 as retail salesman, later sales-mgr. Tucson dealership. Joined Pontiac 1935.

JOHNSON, ABEN E., with Hastings Mfg. Co., Hastings, Mich., as president 1939 - 1955, chairman of the board since 1955. Born Oakland, Neb., Sept. 5, 1884. Nebraska Business School. Entered automobile business in 1916 at Hastings with Hastings Mfrg. Co. as gen. mgr.

JOHNSON, HAROLD W., chief engr. of Lincoln Div., Ford Motor Co. since 1956. Born Detroit, Mich. Wayne Univ., B.S. degree in M. E. Entered automobile business with Kaiser Motors.

JOHNSON, PAUL C., with Sealed Power Corp. as pres. since April, 1952. Born Muskegon, Mich., 1907. Entered automobile business in 1929 with Sealed Power Corp.

JOHNSON, RUSSELL S., with Eclipse Machine Division, Bendix Aviation Corporation, as director of sales since 1953. Born June 20, 1907 at Durell, Pa. Entered automobile business with Eclipse Machine Co. engineering dept. in 1926. Manager Detroit office, Eclipse Machine Division 1931 to 1953.

JOHNSON, STEPHEN, JR., with Bendix-Westinghouse Automotive Air Brake Co. as dir. of engrg. since 1956. Born Newport News, Va., Feb. 5, 1900. Univ. of Mich., B. S. degree. Entered automobile business in 1923 at Pittsburgh with Westinghouse Air Brake Co. as mechanical expert.

JOHNSON, WOODROW D., general sales manager, Textile Div. U. S. Rubber Co., since 1954. Born New York, N. Y., Feb. 4, 1917. Columbia Univ. Entered rubber business in 1942 at New York as merchandising mgr. of U. S. Rubber Co.

JOHNSTON, GEORGE J., with Brooke, Smith, French & Dorrance, Inc., since 1934. Vice-pres. and account supervisor. Born Detroit, Mich. Entered automobile business in 1913 in Detroit with Cadillac Motor Car Co.

JONES, BLYTHE R., with Ethyl Corp. Research Lab. as mgr., Passenger Car Div. of Technical Service since 1944. Born Petersburg, Ind., Feb. 6, 1903. Univ. of Ill. With Ethyl Corp. since 1932. Entered automobile business in 1926 with Studebaker Corp.

JONES, EDWIN OLNEY, senior vice-pres. and secy., of Federal-Mogul-Bower Bearings, Inc. Born Philadelphia, Pa., Sept. 12, 1894. Univ. of Pa., B.S. in M.E. Entered automobile business in 1919 at Detroit with Federal Bearing and Bushing Corp. as engr.

JONES, ERNEST A., pres. of MacManus, John & Adams, Inc., since Dec., 1955. Born Jamestown, N. Y., June 18, 1915. U. of M., A.B. degree. Entered automobile business in 1938 at Detroit on Pontiac account of MacManus, John & Adams, Inc.

JUDGE, J. EMMET, mgr. of merchandising and product planning office of the Edsel Div., Ford Motor Co., since 1955. Born Grafton, N. D., Univ. of North Dakota. Entered automobile business in 1949 at Detroit with Lincoln-Mercury Div. as mgr. of product and facilities planning.

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AUTOMOTIVE NEWS FAMILY ALBUM

KAEGI, EDWARD A., gen. mgr. of Brown-Lipe-Chapin Div. of General Motors Corp. since 1956. Born New Albany, Ind., Dec. 24, 1903. Purdue Univ., B. S. degree. Entered automobile business in 1926 at Anderson, Ind. with Delco-Remy Division as student engineer.

KAISER, HENRY J., chmn. of bd. and dir. of Willys Motors, Inc. Born Sprout Brook, N. Y., May 9, 1882. Entered automobile business in 1945 at Willow Run, Mich., with Joseph W. Frazer as partner.

KATKE, M. L., group exec.—transmission and axle, Ford Motor Co., since 1957. Born Big Rapids, Mich., Feb. 9, 1908. Entered automobile business in 1928 as tool and die maker for Oldsmobile Div.

KEELING, HAL R., with Keeling & Co., Inc., as pres. (also vice-pres. and dir., Hastings Mfg. Co., Hastings, Mich.; also dir. Griffin Lamp Co., Hamilton, O.) since 1937. Born Fountain County, Ind., 1892. Butler Univ. Entered automobile business in 1917 at Kokomo, Ind., with Haynes Automobile Co. as adv. mgr.

KELLER, ROBERT T., with Chrysler Corp. as vice-pres. since 1953 and in charge of west coast division since Feb., 1956. Born in Detroit, July 24, 1912. Entered automobile business in 1934 with Dodge Div., Chrysler Corp. in Detroit.

KAISER, EDGAR, F., President and director of Willys Motors, Inc. in 1949. Born Spokane, Wash., July 29, 1908. Univ. of California. Entered automobile business in 1945 at Willow Run, Mich., with Henry J. Kaiser, as vice-pres. and gen. mgr.

KANZLER, ERNEST C., with Universal C. I. T. Credit Corp. since 1928. As vice-chmn. of the board since Jan. 1, 1952. Born in Saginaw, Mich., May 29, 1892. Univ. of Michigan, Harvard, A.B. LL.B. degrees. Entered automobile business in 1916 at Detroit with Henry Ford & Son as prod. mgr.

KEATING, THOMAS H., vice-pres., dir., and group exec. in charge of passenger car divisions, GM Corp. Born Brooklyn, N. Y., 1894. Entered automobile business in 1917 at New York City with Chevrolet as clerk, distribution dept.

KEENER, J. WARD, with The B. F. Goodrich Co. as exec. vice-pres since 1956. Born Birmingham, Ala., Aug. 6, 1908. Birmingham Southern Col., Univ. of Chicago, M. degree in bus. adm. Entered automobile business in 1937 at Akron with B. F. Goodrich Co.

KELLEY, EDWARD H., with Chevrolet Div. of General Motors Corp. as gen. mfg. mgr. since May, 1952. Born in Lowell, Mass. Entered automobile industry as engr. for Studebaker Corp. in 1924.

KELLEY, NICHOLAS JR., with Chrysler Corp as vice pres. and pres. of the export div. since July, 1956. Born March 27, 1910, in N. Y. Graduate of Harvard and Harvard Law School. Entered the automotive business in the legal dept. of Chrysler in 1935.

KELLY, ARTHUR, with B. F. Goodrich Co., as exec. vice-pres since 1956. Purdue Univ. Entered automobile business in 1925 with B. F. Goodrich Co.

KELLY, RICHARD D., vice-pres. of The Electric Auto-Lite Co. since 1954. Born Toledo, O., June 12, 1914. Cornell Univ. Entered automobile business in 1942 with Auto-Lite Co.

KENNARD, EDWARD C., asst. gen. sales mgr. of Buick Motor Div. Born Anderson, Tex., Sept. 28, 1919. U. of Tex. Entered auto industry in 1946 as Buick parts stock mgr. in Flint.

KENNEDY, FRANK J., secy. of The Electric Auto-Lite Co. since 1944 and vice-pres. since 1953. Born New York, N. Y., Feb. 19, 1903. Fordham Univ. Entered automobile business in 1921 with Moto-Meter Co., Inc.

KERSHOW, WILLIAM V., service mgr. of Willys-Overland Export Corp. Born New York City. U. S. Army School Military Aeronautics, Univ. of Toledo. Entered automobile business with Willys-Overland, Inc., in 1913.

KESSEL, GEORGE A., vice-pres. of The Electric Auto - Lite Co. since 1953. Born Brooklyn, N.Y., Feb. 3, 1908. Heffler Business Institute. Univ. of Toledo. Entered automobile business in 1929 as accountant with Moto-Meter Co., Inc.

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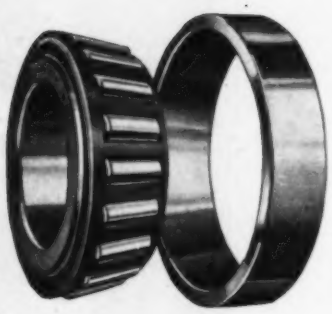

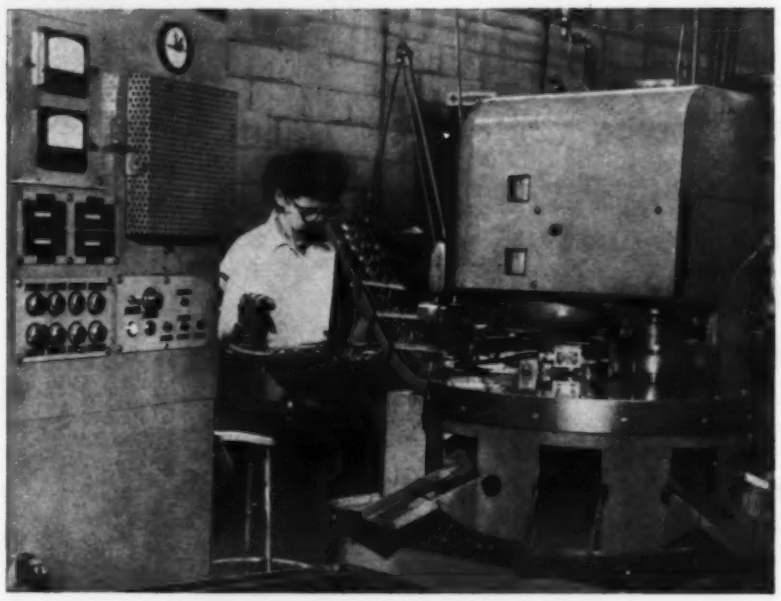

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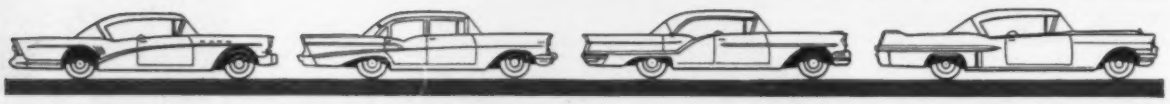

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AUTOMOTIVE NEWS FAMILY ALBUM

KESSINGER, W. L., with Dodge Div. of Chrysler Corp. as asst. advertising mgr. trucks since 1955. Joined Dodge in 1935 as serv. prom. mgr. Born July 5, 1894, at Patoka, Ind. Wabash College, A.B. Entered automobile business in 1916 with Cadillac as service claims inspector.

KLARE, ROBERT E., gen. mgr., Federal-Mogul Div., Federal-Mogul-Bower Bearings, Inc. Born Cincinnati, O., 1905. U.C.L.A. Entered automobile business in 1943 as mgr. of Federal-Mogul west coast plants.

KLAUSMEYER, DAVID M., with Marmon-Herrington Co., Inc., as pres. since 1946. Born Norwood, O., Feb. 2, 1902. Entered automobile business in 1920 at Kalamazoo with Barley Motor Car Co. as body designer.

KNOWLSON, JAMES S., with Stewart-Warner Corp. as chmn. of board since 1934. Born Chicago, June 29, 1883. Cornell, M.E. and E.E. degrees. Entered automobile business in 1934 at Chicago with Stewart-Warner as chmn. of board.

KOCH, HERMAN J., pres. of O. L. Anderson Co., Inc. since 1930. Born Manchester, Mich., Sept. 1, 1885. Detroit Bus. Univ. Entered automobile business in 1930 at Detroit as pres. of O. L. Anderson Co., Inc.

KETTERING, CHARLES F., with General Motors Corp. since 1920, now a director and research consultant since 1947. Born Loundonville, O., 1876. Ohio State Univ. E. E. in M. E. Entered automobile business in 1909 at Dayton, O., with Delco as part owner.

KLAUS, CHARLES A., with Maremont Automotive Products, Inc., as vice-pres. since 1945. Born DePere, Wis., 1903. Marquette, M. E. degree. Entered automobile business in 1928 at Pontiac, Mich., with General Motors Truck as engr.

KLEIN, L. W., with Gabriel Co. as vice-pres., charge of sales. Born Edinburgh, Ind., Feb. 2, 1900. Manual Training High School. Entered automobile business in 1917 at Indianapolis with Willard Storage Battery as dist. rep.

KNUDSEN, SEMON E., with Pontiac Motor Division as gen. mgr. and vice-pres. of General Motors Corp. since July 1956. Born Buffalo, N. Y., Oct. 2, 1912. MIT, engineering degree. With GM Corp. since 1939.

KOHR, ROBERT F., with Ford Motor Co., Engineering Staff, as dir., Gen. Engrg. Office, since 1954. Born Washington, D.C., Oct. 17, 1893. University of Michigan, B.S., 1917; M. E., 1925. Entered automobile business in 1920 at Washington, D. C., as asst. mechanical engr. for National Bureau of Standards.

KEUTGEN, GEORGE O., asst. mfg. mgr. prod., Mercury Div., Ford Motor Co., since 1957. Entered automobile business in 1948 on central finance staff of Ford Motor Co.

KIMBALL, BASIL B., with Pontiac Motor Div., GMC, as adv. mgr. since 1947. Born Pontiac, Mich., Jan. 3, 1897, U.S.M.A. Entered automobile business in 1917 at Pontiac with Oakland Motor Car Co.

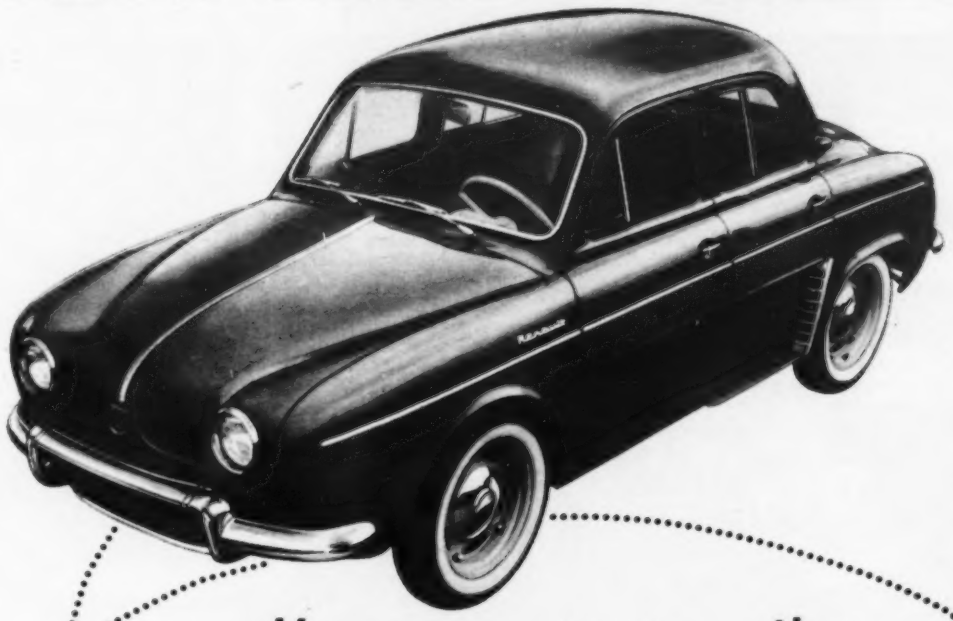
KIMBALL, DEXTER SIMPSON, JR., with Bendix-Westinghouse Automotive Air Brake Co. as vice pres. and gen. mgr. since 1953. Born Ithaca, N.Y., July 15, 1906. Stanford Univ., Cornell Univ., M. E. and M. M. E. degrees. Entered automobile business in 1928 at Muncie, Ind., with Muncie Products Div. of GM.

KING, MAXWELL C., with Pacific Finance Corp. as pres. since 1942. Born in Greeley, Colo., July 22, 1899. Stanford Univ., A. B. degree; Harvard Bus. Sch. Entered automobile finance business in 1925 at Los Angeles with Pacific Finance Corp. as salesman.

KISHLINE, FLOYD, chief engr. of American Motors Corp. and before that of Nash Motors since 1941. Born Lincoln, Neb., July 18, 1894. Univ. of Nebr. Entered automobile industry in 1914 as experimental engr with King Motor CarCo.

KISSAM, B. A., with Pontiac Motor Div. as asst. gen. sales mgr. since July, 1956. Born Millburn, N. J., Feb. 24, 1910. Rutgers Univ. With GM Corp. since 1936.

KITTLER, M. J., with Holley Carburetor Co. as exec. vice-pres. since 1952. Born Chicago, Ill. Ill. Institute of Tech., B. S. Entered automobile business in 1929 with International Harvester as engineer.



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AUTOMOTIVE NEWS FAMILY ALBUM

KRAFVE, RICHARD E., vice-pres., Ford Motor Co., and gen. mgr. Edsel Div. Born Minneapolis, Minn., Sept. 27, 1907. Formerly asst. gen. mgr. Lincoln-Mercury Div. Joined Ford Motor Co. in 1947 as asst. to vice-pres. purchasing.

KRAUSS, JOHN J., pres. of Detroit Automotive Products Corp. since 1954. Born Port Huron, Mich., June 13, 1890. Univ. of Mich., B.S. degree. Entered automobile business in 1944 at Detroit as reg. mgr. of Detroit Automotive Products Corp.

KREUSER, THEODORE A., with Bendix Products Div., Bendix Av. Corp. as service sales mgr. since 1943. Born Calmer, Ia., June 24, 1902. Univ. of Illinois, B. S. civil eng. Entered automobile business in 1933 at Chicago with Bendix Products Div. as branch sales mgr.

KRIEG, LOWELL E., Asst. Mfg. Mgr. of Mercury Div. since 1957. Born Marion, Ind. Univ. of Mich. Entered automobile business in 1946. with Ford Motor Co.

KUCHER, ANDREW A., with Ford Motor Company, Engineering Staff as director, since March, 1957. Born Jersey City, N. J., March 20, 1898. Entered automobile business in 1951 with Ford Motor Company in Detroit after heading research at GM Frigidaire Division and later Bendix Aviation Corp.

KRAUS, JOHN J., vice-pres. of Sharon Steel Corp., since 1952. Born Pottsville, Pa. Gettysburgh College. Entered automobile business in 1937 at Detroit as salesman for Sharon Steel Corp.

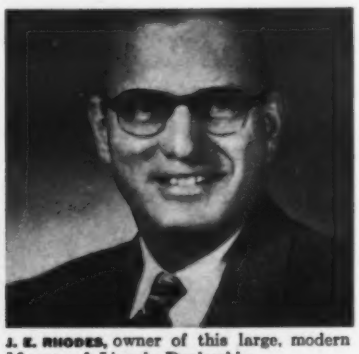
KRESS, E. DUDLEY, manager of automotive sales, Ditzler Color Div., Pittsburgh Plate Glass Co., since 1953. Born Ithaca, Mich., Sept. 26, 1903. Univ. of Mich. Entered automobile business in 1921 at Flint as stock clerk with Buick Motor Division.

KRIDER, JOHN S., Nash parts and service prom. mgr., American Motors Corp., since 1955. Born Salisbury, N. C., Oct. 6, 1920. Catawba College. Entered automobile industry in 1939 as parts manager of retail dealership.

KRUSPAK, EDWARD J., adv. dir. of Automotive News. Joined Automotive News in 1931 as N. Y. mgr.; adv. mgr., 1942. Born New York. Entered automobile business in 1923 at Chicago with Ford Car Trade Journal as adv. mgr.

KUECHLE, URBAN T., vice-pres. automotive div., A. O. Smith Corp., since 1956. Born Milwaukee, Wis., Dec. 10, 1910. Univ. of Wis. Entered automobile business in 1929 at Milwaukee in personnel dept. of A. O. Smith Corp.

THE EFFICIENT J. E. Rhodes Mercury & Lincoln Dealership relies on a modern National System for complete control in the Parts & Service Department.



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"Our National System has paid us big dividends by providing instant audits over all types of transactions, and has reduced bookkeeping time to a minimum. Conservatively, our National System saves us $1,500 a year —a return of 100% on our investment. From our experience, we can highly recommend a National System for any Parts & Service Department!"

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KUHN, TERRY W., with Bohn Aluminum & Brass Corp. since 1928; exec. vice-pres. since Dec. 28, 1954. Born June 20, 1900. Washington & Jefferson, B.S. degree. Entered automobile business in 1928 at Detroit with Bohn Aluminum & Brass Corp. as salesman.

KUPRIS, ANTHONY C., gen. adv. mgr. of R. M. Hollingshead Corp. since 1954. Born Chicago, Ill., June 9, 1918. Loyola Univ., B.E. degree. Entered automobile business in 1946 at Chicago with Standard Oil Co. as sales mgr.

KYES, ROGER M., with General Motors Corp. as vice-pres. and a member of the Board of Directors since 1954. Born East Palestine, O., March 6, 1906. Harvard Univ., 1928. Entered automobile business in 1930 at Towson, Md., with Black & Decker Mfg. Co. as asst. to vice-pres.

KYNETT, HAROLD H., with Aitkin-Kynett Co. as senior partner since 1920. Born Philadelphia, Pa., Sept. 13, 1889. Philadelphia Central High, Univ. of Pa., B.S. in Ec. Entered automobile business in 1913 at Akron with B. F. Goodrich Co. in sales promotion.

LACE, RICHARD W., mgr. of sales of Bay Mfg. Div., Life Time Products Corp., since 1957. Born Toledo, O., March 16, 1914. N. Y. Univ. Univ. of Ill., B. A. degree. Entered automobile business in 1937 at Dearborn as instructor at Ford Motor Co.

LAFFER, WILLIAM G., pres. of Clevite Corp. since Aug. 1955. Born Cleveland, O., May 14, 1907. Yale Univ. Entered automobile business in 1927 with Cleveland Graphite Bronze Co.

LAFOND, ROBERT A., asst. sales mgr. in chg. of automotive, Borroughs Mfg. Co., since 1955. Born Manchester, N. H., Nov. 30, 1929. Naval School of Psych. Entered automobile business in 1950 at Memphis as salesman for Branch Bin Co.

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As a result, each member magazine gives top performance in its market—gets the *highest inside page readership* of any magazine — by men, women and teen agers.

14,000,000 of Metro's families live in 166 key marketing areas accounting for 65.7% of total U. S. retail sales —over 111 billion dollars—with still another 4,000,000 in productive areas elsewhere.

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Your advertising in Metro Sunday magazines will reach over 15,000,000 car owning families. No other magazine medium can match this market. You have the horsepower. We have the sales power.

Why not talk to Bob Woodruff or Bob Saltsman of our Detroit office—today!

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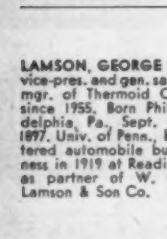
AUTOMOTIVE NEWS FAMILY ALBUM

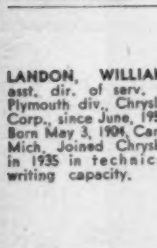
LAMAISON, ROBERT, with Renault Selling Branch as vice-pres. and gen. mgr. Born Dax, France, Aug. 8, 1916.

LAMB, ERNEST P., with Chrysler Corp. as executive engineer administration since December, 1955. Joined Chrysler 1927. Born Middletown, O., Aug. 19, 1902. Detroit Institute of Technology. Entered automobile business in 1917 at Detroit with Packard Motor Co. as a draftsman.



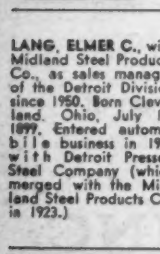
LAMBRIX, JOSEPH H., with The Electric Auto-Lite Co., since 1948 as dir. of pur. and since 1951 as vice-pres. Born Lancaster, N. Y. Entered automobile business in 1923 with Auto-Lite as member of eng. dept. of battery div. at Niagara Falls, N. Y.

LAMSON, GEORGE S., vice-pres. and gen. sales mgr. of Thermoid Co. since 1955. Born Philadelphia, Pa., Sept. 15, 1897. Univ. of Penn., Entered automobile business in 1919 at Reading as partner of W. O. Lamson & Son Co.



LANCASTER, CHESTER L., vice-pres. of The Electric Auto-Lite Co., since 1950. Born Hamilton, Ohio, June 12, 1904. Univ. of Cincinnati, Ch. E. degree. Entered automobile business in 1927 as student eng. with Corcoran-Brown Lamp Div. of Auto-Lite.

LANDON, WILLIAM, asst. dir. of serv. of Plymouth div., Chrysler Corp., since June, 1955. Born May 3, 1904, Caro, Mich. Joined Chrysler in 1935 in technical writing capacity.

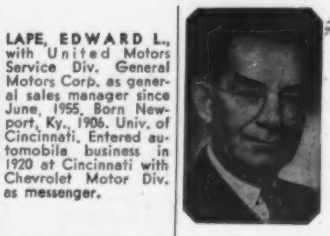


LANE, A. M., mgr. of mobile prod. sales of Vickers, Inc., since 1955. Born Chicago, Ill., Dec. 23, 1904. Illinois Inst. of Tech., B. M. E. degree. Entered automobile business in 1941 at Detroit as application engr. with Vickers, Inc.

LANG, ELMER C., with Midland Steel Products Co., as sales manager of the Detroit Division since 1950. Born Cleveland, Ohio, July 17, 1899. Entered automobile business in 1922 with Detroit Pressed Steel Company (which merged with the Midland Steel Products Co. in 1923.)

LANHAM, JAMES S., chief engr. of Kent-Moore Organization, Inc., since 1953. Born March 25, 1912. Entered automobile business in 1933 with Ford Motor Co.

LAPE, EDWARD L., with United Motors Service Div. General Motors Corp. as general sales manager since June, 1955. Born Newport, Ky., 1906. Univ. of Cincinnati. Entered automobile business in 1920 at Cincinnati with Chevrolet Motor Div. as messenger.



LARKIN, STOREY M., with Caldwell, Larkin & Sidener-Van Riper, Inc., Indianapolis, as exec. vice-pres. Born in Franklin, Ind. Attended Butler College. Entered automobile adv. business in 1922 at Indianapolis with Sidener & Van Riper Adv. Co. as copywriter.

LAUGHNA, ROBERT P., with Chrysler Corp. as dir. of planning and materials control since 1956. Born Detroit, Mich., 1916. Univ. of Illinois, Boeing College of Aeronautics. Entered automobile business with Ford Motor Co. Joined Packard in Jan., 1955.

LEAHY, MORRIS K., vice-pres. of mfg. of National Automotive Fibres, Inc. since 1954. Born in Michigan, Jan., 1910. Univ. of Notre Dame, B.C.S. degree. Entered automobile business in 1936 as cost clerk with National Automotive Fibres, Inc.

LARKIN, DANIEL C., pres. of The Crest Mfg. Co. since 1935. Born Dayton, O., May 15, 1895. Univ. of Dayton. Entered automobile business in 1923 at Dayton as pres. of Larkin Automotive Parts Co.

LA RUE, W. THOMAS, merch. mgr. of Cadillac Motor Car Div., since 1955. Born in Ohio, 1917. Dennison Univ., A. B. degree. Entered automobile business in 1939 with Chrysler Corp. With Cadillac since 1952.

LAWSON, JAMES A., with Chrysler Corp. as market analysis dir., central staff, group marketing, since 1956. Born Minneapolis, Minn. Aug. 18, 1915. Western Reserve College, B. A. degree. Joined Plymouth in 1946 in distribution dept.

LEE, JAMES A., with American Motors Corp., dir. of procurement since 1953. Born Wesson, Miss., Aug., 1900. Texas A. & M. Coll., Tulane Univ. Entered automobile business in 1926 as a buyer and sales mgr., automotive parts jobber in Louisana.

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MORAINE POWER BRAKES
Complete units and service kits for General Motors vehicles.

Delco Super 11 brake fluid improved with HTD works better and lasts longer under all operating conditions. It flows smoothly and easily in the coldest weather. Yet, it doesn't boil away or lose its effectiveness when brakes get hot. Chemically inert, physically stable Delco Super 11 is compatible with all brake systems' rubber and metal parts. It *exceeds* S.A.E. and government specifications for heavy-duty brake fluid, and it is original equipment brake fluid for 1957 General Motors cars. Specify it with confidence for every hydraulically braked vehicle. In convenient containers, from pint cans to 54-gallon drums. Available everywhere through the United Motors System or General Motors car and truck dealers.

General Motors Values from **Moraine Products**
Division of General Motors, Dayton, Ohio

AUTOMOTIVE NEWS FAMILY ALBUM

LEE, JAMES W., II, with Ivy Lee and T. J. Ross, pub. rel. firm, as partner since 1934. Born Brooklyn, N. Y., Oct. 4, 1906. Princeton, A.B. degree. Entered automobile business in 1931 at Detroit and New York on Chrysler acct.

LETSCHER, E. P., with Chrysler Corp. as western area dir. of field operations, group marketing, since 1956. Born Sharon, Pa., Jan., 1913. Entered automobile business in 1940 at Terre Haute, Ind., as district mgr. for Oldsmobile. Joined Dodge Div. as district mgr. in 1945.

LEWIS, JAMES F., JR., with Champion Spark Plug as vice-pres., pur. & adv. since 1948. Born New York, N. Y., in 1908. Milford school, Univ. Mich., A.B. Entered automobile business in 1931 in Toledo with Champion Spark Plug Co. as factory employee.

LIENERT, ROBERT M., associate editor of Automotive News since 1954. Born Inland, Neb., 1926. Univ. of Neb., Northwestern Univ., B.A., M.S. degree. Nebraska State Journal, 1946. Detroit Free Press, 1947-53. Entered automobile business in 1953 at Detroit with Automotive News as editorial associate.

LINDQUIST, MEL B. with Ford Motor Co. as gen. industrial relations mgr. since 1946. Born in Denver, Colo., June 7, 1909. Univ. of Colo., A.B., LL.B. Entered automobile business in 1937 with Murray Corp. as industrial relations manager.

LEMMER, HARRY J., with Waukesha Motor Co. as adv. mgr. since 1951. Born Portland, Ore., in 1911. Northwestern Univ. With present company since 1943.

LEUKHARDT, ARTHUR R., with Midland Steel Products Co. as asst. sales mgr. Power Brake Div., since 1947. Born Wilmerding, Pa., Jan. 24, 1903. Carnegie Tech. Entered automobile business in 1924 at Pittsburgh, Pa., with Westinghouse Air Brake Co. as field rep.

LEWIS, LEE, vice pres. of Mopar Parts Div., Chrysler Corp. since 1954. Born Morgan County, Ind., May 17, 1897. Entered automobile business in 1919 in Indiana in parts operations of Maxwell Motor Co.

LINCOLN, C. W. with Saginaw Steering Gear Division, G. M. Corp., as chief engineer since 1948. Born Rock Falls, Ill., January 15, 1893. Univ. of Ill., B.S., in M. E. Entered automobile business in 1932 at Saginaw with Saginaw Steering Gear as stool and machine designer.

LINGG, KENNETH F., serv. mgr. of Rochester Products Div., General Motors Corp., since 1955. Born Rochester, N. Y., Dec. 29, 1926. General Motors Inst., B.I.E. degree. Entered automobile business in 1943 with Rochester Products Div.

LITCHFIELD, PAUL W., with Goodyear Tire & Rubber Co. as chmn. of bd. and member of management committees since 1940. Born Boston, July 26, 1875. Mass. Inst. of Tech., science degree. Entered tire business in 1900 at Akron with Goodyear Tire & Rubber Co. as supt.

LITTLE, H. G., with Campbell - Ewald Co. since June, 1944; pres. since Oct. 1, 1952, and chmn. of the board since Feb. 17, 1953. Born New York City, Oct. 27, 1901. Entered automobile business in 1940 with Nash Motors Div. as adv. mgr.

LITTLEY, RAYMOND F., with The Budd Co. as vice-pres., chge. of automotive sales, since 1951 Born Philadelphia, Pa., Apr. 13, 1906. High school. Entered automobile business in 1925 at Philadelphia with The Budd Co. in accounting dept.

LLOYD, EMLYN, with Chrysler Corp. as dir. of purch. since July, 1956. Born Penycae, Wales, in 1900. Entered automotive business in 1917 with the Maxwell Motor Corp.

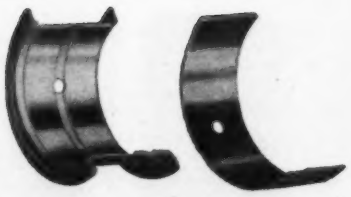
LLOYD, J. SAXTON, past pres. National Automobile Dealers Assn. (1952), pres. Daytona Motor Co., Daytona Beach, Fla. Born Savannah, Ga., on Nov. 9, 1907. Entered automobile business in 1926 at Daytona Beach, Fla., with Daytona Buick dealership as serv. dept. employee.

LOHR, A. G., General Parts and Service Manager for Willys Motors, Inc. Born in Winnipeg Man. Canada, 1915. Joined Willys in 1946 and has been in the automobile business since that time.

LONGENECKER, E. D., tech. serv. mgr. of Mercury Div., Ford Motor Co., since 1949. Born Anderson, Ind., Sept. 20, 1899. Purdue Univ. B. S. in mech. engrg. Entered automobile business in 1928 at Pontiac, Mich. with Pontiac Motor Div., as zone service rep.

RESUME SPEED

GO WITH



MORAINE-400 BEARINGS— toughest automotive engine bearings ever made.

MORAINE BI-METAL BEARINGS —precision built to original equipment specifications.

M-100 BEARINGS— excellent fatigue resistance and longer life expectancy.

MORAINE GAS FILTERS! Glass-bowl and pancake all-metal types assure dirt-free, lint-free fuel under all operating conditions.

Here's a bearing line that can take care of *all* engine bearing replacement jobs—car, truck or bus. It's Moraine, it's *complete*, and it's conveniently available from a single source. Moraine is the original equipment bearing for General Motors cars and trucks—a ready-made market. And there's an equally high-quality Moraine bearing for every other replacement job you do. Moraine service bearings are readily available everywhere through the United Motors System or General Motors car and truck dealers.

General Motors Values from **Moraine Products**
Division of General Motors, Dayton, Ohio

AUTOMOTIVE NEWS FAMILY ALBUM

LOOFBOURROW, ALAN G., with Chrysler Corp. as exec. engr.-prod. development and planning, since Jan., 1957. Born June 9, 1912, Columbus, Ohio. Univ. of Mich., Ohio State Univ. Entered automobile business with Chrysler Inst. of Engrg. in 1935.

LOVELL, G. ALLEN, vice president and general manager of the Mechanical Goods Division, U. S. Rubber Company since 1955. Born Williamsport, Pennsylvania. Entered rubber business in 1918 as apprentice in the Williamsport plant of U. S. Rubber Company.

LOWELL, F. DEAN, sales mgr. of Rochester Prod. Div., General Motors Corp., since 1953. Born Rochester, New York, Sept. 9, 1917. Hanover College, B. A. degree. Entered automobile business in 1937 at Rochester with Delco Appliance Div.

LUXENBERGER, EUGENE A., vice-pres. of U. S. Rubber Co. and gen. mgr. of footwear and general products div. since 1954. Born Williamsport, Pa. Entered rubber business in 1925 at San Francisco with U. S. Rubber Co.

LYON, GEORGE A., JR., with Lyon, Inc. as pres. since May 3, 1955, served as vice-pres. since 1943. Born Philadelphia, Pa., April 8, 1919. Mercersburg Acad., Wharton School of Univ. of Pa. Entered automobile business in 1940 at Detroit with Lyon, Inc.

LORENZ, PAUL F., exec. asst. to the gen. mgr. of Mercury Div., Ford Motor Co. since 1956. Born St. Joseph, Mo. Univ. of Chicago, M.B.A. degree. Entered automobile business in 1949 on central finance staff of Ford Motor Co.

LOWE, WILLIAM T., supv. of serv. on Plymouth, N. W. Ayer & Son, Inc., since 1956. Born Pine Bluff, Ark., Mar. 8, 1920. Vanderbilt Coll., B.A. degree. Entered automobile business in 1950 at Philadelphia as copywriter for N. W. Ayer.

LUNDEEN, GILBERT W., with Muskegon Piston Ring Co. as executive vice-pres. since 1952. Born Chicago, April 21, 1903. LaSalle Ext. Univ. Entered automobile business in 1928 at Muskegon, Mich., with Muskegon Piston Ring Co. as secy.

LYON, G. ALBERT, with Lyon, Inc., as pres. 1930-1955, chmn. of the bd. since 1955. Born Philadelphia, Aug. 21, 1881. Temple Univ. Entered automobile business in 1909 at Philadelphia with Lyon Non-Skid Co. as pres.

LYON, RAYMOND E., with Lyon, Inc. as exec. vice-pres. since 1930. Born Philadelphia, Pa., Oct. 23, 1893. Associated in the automotive accessory business with Lyon, Inc. since 1910.

MAAS, WILLIAM R., adv. rep. of Automotive News since 1952. Born Detroit, Mich. April 11, 1926. Western Mich. College. Entered automobile business in 1947 at Detroit as sales eng. with Crest Sales and Supply Co.

MACAULEY, J. B., with Ethyl Corp. since 1945, named dir., Technical Coordination. Detroit Laboratories, 1954. Born in Washington, D. C. Apr. 2, 1896. Attended Univ. of Ill. Entered automobile business in 1919 as apprentice with Packard Motor Car Co. On loan to Dept. of Defense, Deputy Asst. Sec. Def. (R&D) 1955.

MAC CULLEY, ROBERT J., auto. shows and exhibits mgr. of American Motors Corp. since 1956. Born in Buffalo, N. Y., Nov. 18, 1918. Niagara Univ. Entered automotive business in 1937 as retail salesman for Nash dealership in Buffalo.

MAC DONALD, HAROLD C., chief engr. Mercury Car Engineering Office, Mercury Div. Ford Motor Co., since 1955. Born Virginia, Minnesota, June 20, 1917. Michigan State College. Entered automobile business in 1940 at Detroit as draftsman with Packard Motor Car Company.

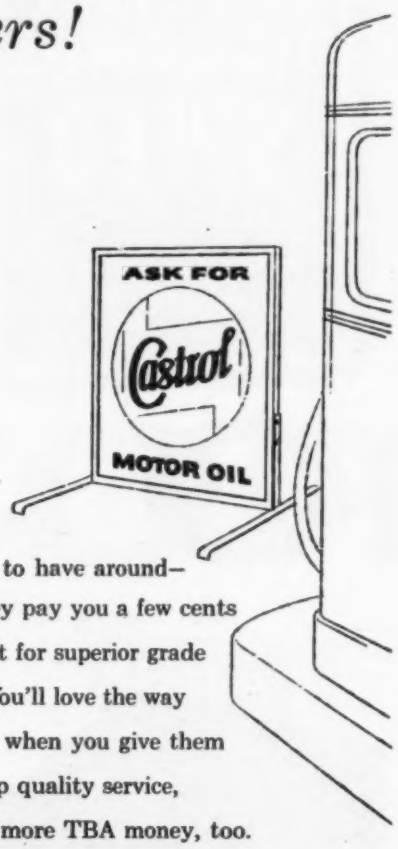
MacGREGOR, B. N. with Packard Electric Div., GM Corp., as gen. mgr. since 1933. Born Princeton, Ind., 1894. Purdue Univ., Muskingum Coll., B.S. degree. Entered automobile business in 1919 with Packard Electric Co. as salesman.

MAC KAY, LEO M., vice-pres. of purchasing of Willys Motors, Inc., since 1953. Born Pittsburgh, Pa., Aug. 6, 1914. Carnegie Tech. Entered automobile business in 1946 at Willow Run as gen. purch. agent for Kaiser-Frazer Corp.

MacNICHOL, GEORGE P., JR., with Libbey Owens-Ford Glass Co. since 1920; pres. since April 1953. Also Chairman of the Board, L-O-F Glass Fibers Company. Born Wyandotte, Mich., May 8, 1899. Univ. of Michigan, Yale Univ.

CASTROL

attracts the sweetest customers!



They're a pleasure to have around—not only because they pay you a few cents more profit per quart for superior grade Castrol Motor Oil. You'll love the way they appreciate you when you give them what they want. Top quality service, that is. They spend more TBA money, too.

When they *ask for Castrol*—the only motor oil made specifically for passenger cars—*you're* in! Castrol business is *sweet* business, all the way.

We're telling them **ASK FOR CASTROL** in signs, posters, mailing pieces, radio advertising—to build high-quality, high-profit business for you!

Ask your CASTROL distributor or write for the name of distributor nearest you:

CASTROL

The Masterpiece in Oils

CASTROL OILS, Incorporated
75 WEST STREET, NEW YORK 6, N. Y.
...A Division of the Wakefield Group...

AUTOMOTIVE NEWS FAMILY ALBUM

MacPHERSON, EARLE S., vice-pres. engin., Ford Motor Co. Born in Highland Park, Ill., July 6, 1891. Graduated from Univ. of Illinois in 1915, B.S., M.E. degree. Started with Chalmers Motors Co. laboratory in Detroit.

MARKEY, JOHN C., with The Aro Equipment Corp. as pres. 1930-1956; chmn. of the bd. since 1956. Born Defiance, O., May 31, 1889. Ohio Wesleyan Coll. Entered automobile business in 1910 at Defiance, O., as automobile salesman.

MARTIN, W. L., with Chrysler Corp. as adm. asst. to dir. of field operations, group marketing, since 1956. Joined Plymouth Div. 1954 on exec. sales staff. Born Aug. 12, 1916. Entered automobile business 1933 with Dodge Div.

MATHEWS, VERNER P., with Buick Motor Div. as chief engineer. Born in Cleveland, O., Sept. 5, 1895. Case Institute of Technology, M.E. Degree. Entered automobile business in 1917 with Eaton Manufacturing Co., Cleveland.

MATTSON, JOE O., with Automotive Safety Foundation as president since November, 1953. Born Los Angeles, Calif., Nov. 17, 1903. Oregon State College. Entered automobile business in 1934 at Pasadena with the Department of Motor Vehicles, State of Calif., as branch mgr.

MAHARRY, WILLIAM A., pub. relations mgr. of Mercury Div., Ford Motor Co., since 1955. Born Zanesville, Ohio. Ohio Wesleyan Univ., B. A. degree. Entered automobile business as asst. pub. rel. mgr. for Lincoln-Mercury Div. in 1950; previously was pub. rel. mgr. for Curtiss-Wright Corp., Airplane Div.

MARTIN, JOHN E., with Dana Corp. since April 1, 1952. President since Jan. 1, 1954. Born Covington, Ga., Dec. 11, 1904. Bryson Coll. Entered automobile business in 1947 at Akron with Firestone Steel Products Co. Pres. Hayes Steel Products, Ltd.

MARTIN, WILLIAM A., pres. of the Marine and Industrial Engine Div. of Chrysler Corp. since May, 1955; with Chrysler since 1942. Born Feb. 19, 1910, in Marion, Ill. Entered the automotive field in 1930 with Stromberg Motor Devices, Chicago.

MATTHIAS, HANS A., with Ford Motor Co. since 1954. Chief engr., Ford Div. Product Engrg. Office. Born Mannheim, Germany, Oct. 16, 1912. Attended General Motors Institute. Entered automobile business in 1934 at Detroit with GM Chevrolet Div.

MAXWELL, LLOYD, with Roche, Williams & Cleary, Inc., as exec. vice-pres. Born Hicksville, O. Univ. of Chicago. Entered automobile business in 1909 at Chicago with Staver Motor Car Co. as gen. sales mgr.

MAKEMSON, S. K., with John Wood Co., Bennett Pump Div., Muskegon, Mich., as vice-pres. and gen. sales mgr. Born Logan Co., O., July 25, 1907. Detroit Coll. of Law, LL.B. degree. Entered automobile business in 1925 at Detroit with Buick Motor Co., sales dept.

MALLON, WILLIAM L., Past-Pres. NADA (1945-'46); dir. NADA since 1938. NADA vice-pres. Region 2. Born New York City July 18, 1884. Entered automobile business in 1913 at Newark, N. J., as dealer.

MANDEL, JACK N., with The Premier Autoware Co. as chmn. of the bd. of directors.

MANDEL, JOSEPH C., with The Premier Autoware Co. as president.

MANSFIELD, JOHN P., with Plymouth Div., Chrysler Corp., as pres. since 1952. Vice-pres. Chrysler Corp. since 1953 and dir. since 1954. Born Milwaukee, Wis., Oct. 31, 1903. Attended Mercersburg (Pa.) Academy. Entered automobile business in 1920 as factory worker with Dort Motor Co. at Flint, Mich.

MARA, WILLIAM A., with Bendix Aviation Corp. as dir. adv. and publicity since 1947. Born St. Louis, Sept. 29, 1895. St. Louis Univ. Entered automobile business in 1944 at Detroit with Bendix Aviation as staff exec.

MAREMONT, ARNOLD H., pres. and dir. of Maremont Automotive Products, Inc. since 1953. Born Chicago, Ill., Aug., 1904. Univ. of Michigan, Univ. of Chicago, Law degree. Entered automobile business in 1926 at Chicago with Maremont Automotive Products, Inc.

You make the Most of a good truck
...when you specify
HEIL bodies and hoists

Heil engineered hydraulic dump units offer these rugged design features . . .

Heil offers either telescopic or twin-arm hoists.

STURDY INTERLOCKING SUBFRAME, exclusive in Heil bodies, supports floor with a web of closely spaced cross members, distributes heavy loading shocks evenly, prevents sagging. Smooth Heil floor stays flat, dumps clean.

HEAVY-GAUGE STEEL SIDES are formed of a single sheet welded to V-section braces and strong corner posts to keep body straight and true. There's no distortion of tailgate mounting to impede operation of the gate.

HYDRAULIC PERMA-PUMP, another Heil exclusive, is independently mounted to permit direct alignment with power take-off — reducing friction and excessive wear on universals.

HEAVY-DUTY DRIVE SHAFT, a full 15/16 inches in diameter, assures long, trouble-free service.

SIMPLIFIED LIFT ARMS, with fewer wearing parts, raise and lower body without interference from rocks, mud and debris. Screw-on cylinder heads permit easy access to all cylinder parts.

TOUGH HEIL BODIES ARE ALL STEEL — which means simpler maintenance in the field, no expensive castings to replace.

Durable, hard-working Heil bodies and hoists are a credit to the trucks that carry them — and to the dealers who specify them. Depend on your nearby Heil distributor to help you keep customers satisfied.

THE HEIL CO.
Milwaukee 1, Wisconsin
Factories: Milwaukee, Wisconsin—Hillside, New Jersey

AUTOMOTIVE NEWS FAMILY ALBUM

MAYHEW, JOHN F., mgr. of pub. rel. dept. of Lincoln Div., Ford Motor Co., since 1955. Born Detroit, Mich. Wayne Univ., B. A. degree. Entered automobile business in 1953 in news dept. of Ford Motor Co.

McCORMICK, THOMAS G., with Ross Roy, Inc., as exec. vice-pres. since 1936. Born in Detroit, Mich., Feb. 11, 1908. High sch. 4 yrs., college 2 yrs. Entered automobile business in 1923 at Detroit, Mich., with Dodge Bros. as office clerk.

McDONNELL, JAMES F. JR., pres. of Ainsworth Mfg. Corp. since 1954. Born New York, N. Y., March 27, 1918. Georgetown Univ., B.A. degree.

McFALL, THURLOW E., with Muskegon Piston Ring Co. as chairman of the board since 1953. Born Milan, Mich., 1888. Public school. Entered automobile business in 1920 at Muskegon with Sealed Power Co. as foundry supt.

McGAUGHEY, W. H., vice-pres. of communications of American Motors Corp. since 1956. Born Indianapolis, Ind., March 28, 1912. Graduated from DePauw Univ. in 1935. Entered automobile business in 1938 with Automobile Manufacturers Assn. as editor of "Automobile Facts."

MAYS, LEE N., asst. gen. sales mgr. in chg. of Central Office Staff Activities Chevrolet Motor Div. since 1956. Born in Findlay, O. Ohio State grad. Entered automobile business as retail salesman and mgr. of a dealership. Joined Chevrolet in 1935 at Charleston, W. Va., as district mgr.

McCULLOCH, R. P., founder and pres. of McCulloch Motors Corp. Born St. Louis, Mo., 1911. Stanford Univ. Entered automobile business in 1933 with McCulloch Engineering Corp.

McDOUGAL, JOSEPH W., with Miller Mfg. Co. as pres. and gen. mgr. since 1942. Born in Carroll Co., Tenn., Feb. 17, 1900. Union Univ. Entered automobile business with Paige-Detroit Motor Car Co. in 1922 as accounts payable clerk.

McGARVEY, K. K., sales mgr. of original equip. products of AC Spark Plug Div., General Motors Corp. since 1955. Born Goshen, Ind., 1897. Indiana Univ. Entered automobile business in 1916 with Apperson Motors.

McGINNIS, FRANK J., with Ford Motor Co. as advertising coordinator. Born Toledo, O., Oct. 19, 1902. Univ. of Notre Dame. Entered automobile business in 1920 at Toledo with Willys-Overland as office boy in adv. dept.

McALEER, CHARLES H., with McAleer Manufacturing Corp. as pres. since 1923. Born Pittsburgh, Pa., June 25, 1893. Entered automobile business in 1912 at Pittsburgh.

McCAFFREY, JOHN L., with International Harvester as chmn. of the bd. since 1956. Born Fayetteville, O., Sept. 23, 1892. High school. Started with I.H.C. in 1909 as clerk in Cincinnati branch.

McCARTHY, GEORGE J., dir. of distr. of Chrysler Div., Chrysler Corp. since 1955. Born in New Jersey. Entered automobile business in 1939 as wholesale rep. of Chrysler Div.

McCARTHY, JOSEPH A., gen. mgr. of Bearings Co. of America Div., Federal-Mogul-Bower Bearings, Inc. Born 1913. St. Louis Univ. Entered automobile business in 1951 as treas. of Bearings Co. of America.

McCHESNEY, WILLIAM S., mgr. ind. sales of Aluminum Co. of America since 1930. Born St. Louis, Mo. Princeton, B.S. degree. Entered automobile business in 1930 at St. Louis as sales apprentice with Alcoa.

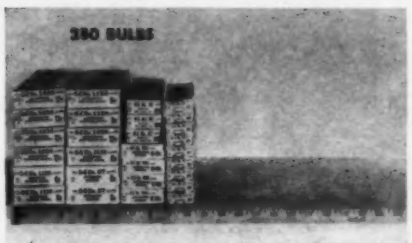
McCLEARY, E. C., vice-pres. in charge of manufacturing of Willys Motors, Inc., since 1954. Born in Buffalo, N. Y. Started in automobile business with Ford Motor Co. in 1930 as a tool and die apprentice. Joined Willys in 1948 as gen. prod. mgr.

McCONNELL, RICHARD K., with Federal-Mogul-Bower Bearings, Inc., Service Division since 1946, as advertising and sales promotion manager since 1949. Born Battle Creek, Michigan, 1913. Kalamazoo College. Entered automobile business in 1942 at Detroit with Packard Motor Car Company as marine service technician.

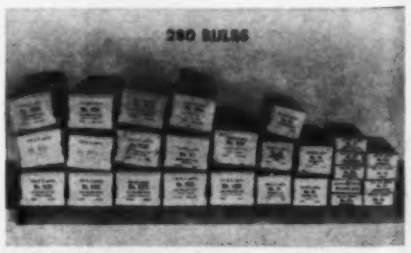
Here's the lamp package designed with you in mind...
and there's no other package like it!

THE GE SPACE-SAVER PACK

- **SAVES 30% IN SHELF SPACE**
- More space for other items
- Stacks easily, no round tops or bottoms
- Stock always looks neat



G-E SPACE-SAVER PACK



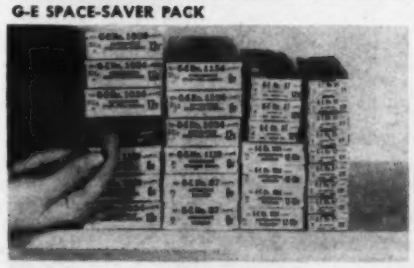
OLD STYLE CARTON

- **NO COVER OR FLAPS TO OPEN**
- No insert or platform to fuss with
- Bulbs removed by a flick of a finger
- No more "dog-eared" cartons

G-E SPACE-SAVER PACK

OLD STYLE CARTON

- **SPEEDS UP SERVICE**
- Identification on BOTH ends of each pack
- You can count lamps at a glance
- Space for price marking
- Lamps fully protected



G-E SPACE-SAVER PACK

OLD STYLE CARTON

AUTOMOTIVE NEWS FAMILY ALBUM

McGOVERN, JAMES L., JR., with Raybestos div. of Raybestos-Manhattan, Inc., as replacement sales manager since Aug., 1945. Born Bridgeport, Conn., Apr. 21, 1903. Entered automobile business in 1925 at Bridgeport with Raybestos in factory.

McINERNEY, JAMES L. with McInerney Spring & Wire Co. as chairman of the board since 1930. Born Elmira, N. Y., Jan. 17, 1888. Entered automobile business in 1925 at Grand Rapids, Mich., with National Spring & Wire Co. as gen. mgr.

McINTYRE, BROUWER D., with Monroe Auto Equipment Co. as pres. and gen. mgr. since 1937. Born in Dundee, Mich., Feb. 26, 1905. Univ. of Mich., B.D. in Engrg. Entered automobile business in 1928 at Monroe, Mich., with Monroe Auto Equipment Co. as engr.

McINTYRE, WILLIAM D., Exec. vice-pres. and gen. mgr. of Monroe Auto Equipment Co. since 1956. Born Dundee, Mich., Dec. 5, 1906. Michigan State College. Entered automobile business in 1928 at Monroe, Mich., with Monroe Auto Equipment Co.

McKELLAR, C.C., parts and serv. prom. mgr. Hudson Div., American Motors Corp., since 1943. Joined the company in the Service Stores department in 1919.

McGUCKIN, JOHN H., auto merch. mgr. of American Motors Corp. since 1956. Born in Norristown, Pa., Feb. 6, 1919. Wharton School of Business & Finance, Univ. of Penn. Started in automobile business in 1937 with Nash Motors' Philadelphia zone.

McINERNEY, JAMES M., pres. of McInerney Spring and Wire Co. since 1953. Born Chicago, Ill., Jan. 8, 1920. Univ. of Notre Dame. Entered automobile business in 1939 at Grand Rapids as asst. maintenance engr. of McInerney Spring and Wire Co.

McINTYRE, CHARLES S., with Monroe Auto Equipment Co. as exec. vice-pres. and sales mgr. Born Monroe, Mich., 1912. Univ. of Michigan. Entered automobile business in 1935 at Monroe with Monroe Auto Equipment Co. as secy. and sales mgr.

McKAY, ROBERT D., past pres. NADA. Regional vice-pres., region 9, 1956. Chrysler-Plymouth dealer in Wichita, Kans., since 1933. Auto dealer since 1915.

McKINLEY, WM. A., chmn. of the bd. The Midland Steel Products Co. since 1956. Born Caseville, Mich., 1895. Univ. of Mich., B.S.M.E. Entered automobile business in 1919 at Detroit with Detroit Pressed Steel Co. (which merged with The Midland Steel Products Co. in 1923) as draftsman.

McLAUGHLIN, ROBERT S., with General Motors Corp. of Canada as chmn. of the bd. since June, 1945, and vice-pres. of GM Corp. since 1918. Born Enniskillen, Ont., Sept. 8, 1871. Entered automobile business in 1887 with McLaughlin Carriage Co.

McLELLAN, D. L., adm. mgr., Parts and Service Dept., American Motors Corp., since 1956. Born Detroit, July 19, 1915. Wayne Univ. Entered automobile industry in 1934 as mfg. and assembly operations trainee at Ford Motor Co.

...and to help you get the most from the new
SPACE-SAVER PACK, here's...

THE GE "SPACE MISER" RACK

- Made of sheet metal
- Keeps all your small lamps in one place
- Stocks stay neat, safe from damage
- Cartons are easily reached, identified, removed
- Fits on shelf or wall
- Holds 280 lamps

FREE!

G-E "SPACE MISER" RACK

This great new rack is yours when you order the 7 fastest-moving lamp types—listed below. The "SPACE MISER" rack and the 70 lamps plus 7 empty unmarked SPACE-SAVER PACKS are prepacked in a single carton! Get this deal from your G-E Wholesaler today!

Save Time, Space, Trouble—This great new "SPACE MISER" *metal* rack, and the revolutionary new SPACE-SAVER PACKS, combine to save space, time and tempers. The "SPACE MISER" rack holds up to 280 lamps—and it's made of heavy-gauge steel. It's only 11" wide, 6¼" high, and 8" deep—a blue and white baked-on enamel finish. And what's best . . . IT'S FREE! FREE! FREE! Just buy the small assortment listed below (at your regular price), and the "SPACE MISER" metal rack is yours! Act now!

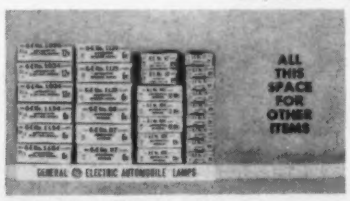
G-E "SPACE MISER" Rack FREE When You Buy These 70 Lamps at Your Regular Cost!

NO.	VOLT	QUAN.	PRICE	NO.	VOLT	QUAN.	PRICE
55	6V	10	$ .77	57	12V	10	$ .96
63	6V	10	.96	67	12V	10	.96
1129	6V	10	2.05	1034	12V	10	2.57
1154	6V	10	2.50				

Your Regular Cost	$10.77
Less 10% Discount	1.08
You Pay Only	**$ 9.69**
The G-E "SPACE MISER" is FREE	

(All prices shown are based on manufacturer's suggested prices including F.E.T.)

Ordinary cartons having no rack, shelves may get sloppy and disarranged. It's hard to find the bulb you want . . . service slows down.



G-E "SPACE MISER" rack keeps stocks neat, saves valuable shelf space for other items. Lamp cartons are easily removed . . . service is faster.

To help you sell *pairs* of G-E All-Weather Headlamps . . . this Spring, over 50 million readers will see General Electric's national advertising. They'll be shown why it's wise to check their own headlamps for blackened bulbs, darkened reflectors and condensation. They will be selling themselves . . . a *PAIR* of G-E All-Weather Headlamps.

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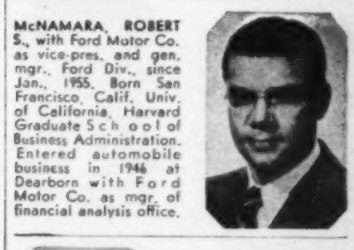
GENERAL ELECTRIC



McNAMARA, ROBERT S., with Ford Motor Co. as vice-pres. and gen. mgr., Ford Div., since Jan., 1955. Born San Francisco, Calif. Univ. of California, Harvard Graduate School of Business Administration. Entered automobile business in 1946 at Dearborn with Ford Motor Co. as mgr. of financial analysis office.

McNAUGHT, WALDO E., dir. of pub. relations of Buick Motor Div. Born Dannemora, N. Y., 1913. Marquette Univ. Entered automobile business in 1950 as dir. of pub. relations for Buick Motor Div.

McNITT, LEWIS F., asst. to the pres. of The Midland Steel Prod. Co. since 1956. Born Napoleon, Mich., March 14, 1914. Univ. of Michigan, B.S. degree. Entered automobile business in 1944 at Detroit as research engr. with Chrysler Corp.

McQUEEN, LOREN A., with General Tire & Rubber Co. as vice-pres. in charge sales since 1940. Born Superior, Wis. Univ. Wisconsin. Phi Delta Theta fraternity. Entered automobile business at Akron as sales correspondent.

AUTOMOTIVE NEWS FAMILY ALBUM

McQUIGG, JOHN L., with J. Walter Thompson Co. as vice-pres. and Detroit mgr. since Feb., 1955. Born Los Angeles, Oct. 11, 1907. Univ. of S. California. Entered automobile business in 1937 at Kenosha with Geyer, Newell & Ganger as acct. exec., Nash acct.

MIERAS, SPENCER H., pres. and gen. mgr. of Warner Automotive Parts Div., Borg-Warner Corp. Born Lansing, Mich., 1915. Graduate of M. I. T. Entered automobile business in 1952 at Traverse City as gen. mgr. Parts Mfg. Div., F. L. Jacobs Co.

MILLER, FRANKLIN A. with Raybestos-Manhattan, Inc., since 1948 as dir. of mktg. and mdse., with company since 1932. Born Cincinnati, O. Northwestern Univ. Entered automobile business in 1912 at Chicago with Stromberg Motor Devices Co. (carburetor) as adv. mgr.

MILLER, SIDNEY E., vice-president and division manager, American Bosch Division, American Bosch Arma Corp. since April, 1956. Born Belleville, Mich., Sept. 17, 1907. Univ. of Michigan, Masters Degree. Entered automobile business in 1944 with American Bosch.

MILLS, BEN D., gen. mgr. of Lincoln Div. and vice-pres. of Ford Motor Co. since 1955. Born Stillwater, Okla., April 24, 1915. Oklahoma A & M College, Geo. Washington Univ., Southeastern Univ. Law School. Entered automobile business in 1946 on finance staff of Ford Motor Co.

McRAE, DUNCAN, dir. of styling, Studebaker-Packard Corp. Born 1920. Entered automobile business as dir. exterior styling, Ford Div.

MILLER, BRUCE E., acct. exec., Edsel Div. acct. Foote, Cone & Belding, Detroit Office since 1957. Born Toledo, O., Oct. 31, 1915. Univ. of Toledo, B.A. degree. Entered automobile business in 1946 at Detroit as sales rep. of Packard Motor Car Co.

MILLER, JOHN M., asst. gen. mgr., tire div. of United States Rubber Co., since 1950. Born Dec. 8, 1894. Entered rubber business with Forestone in 1926.

MILLIS, JOHN B., asst. to the vice-pres. and chmn. of the Dealer Policy Board, Ford Motor Co. Born Detroit, Mich., June 12, 1913. Hillsdale College. Entered automobile business in 1946 at New York as asst. dir of pub. rel. of Kaiser-Frazer Corp. Joined Ford in pub. rel. in 1948.

MILNE, KENNETH T., with Delco Radio Division, General Motors Corp. as manager of defense business since Jan., 1955. Born Oelwein, Iowa, March 23, 1898. Carnegie Institute of Technology B. S., E. E. degree. Entered automobile business in 1923 at Anderson, Indiana, with Delco-Remy Division as engineer.

MEGUIAR, MAURICE W., partner, Mirror Bright Polish Company. Born Evansville, Indiana, April 11, 1909.

MEHRING, S. F., asst. gen. sales mgr. of Oldsmobile Div. Born Jan. 14, 1918 in Fort Dodge, Ia. Los Angeles City College. Joined Oldsmobile in 1949 as asst. zone mgr. in Portland, Ore.

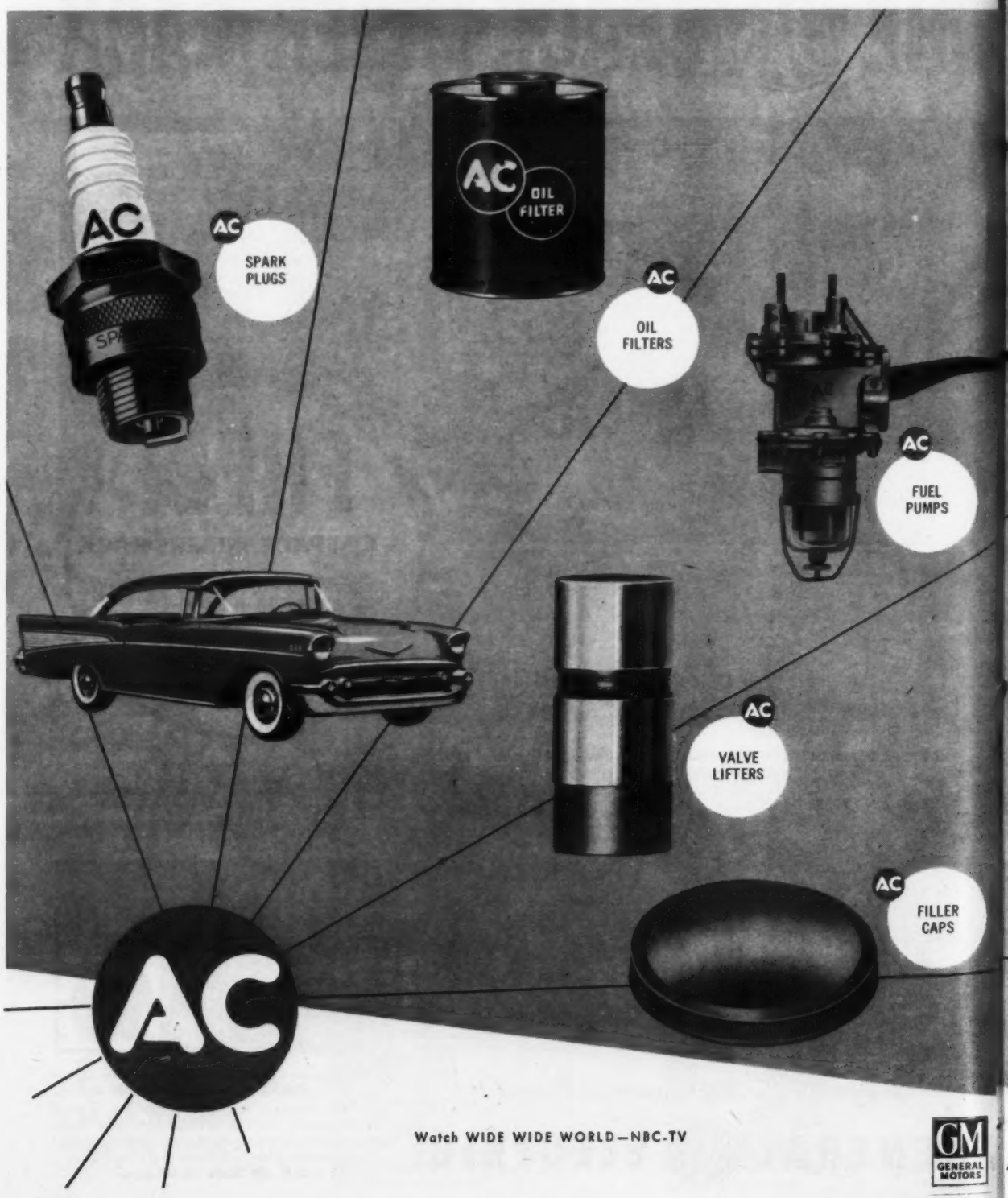
MERRILL, S. CLIFFORD, Timken Roller Bearing Co. as asst. gen. mgr. automotive div., since 1936. Born Montreal, Can., 1896. St. Mary's Coll., Columbia Univ., M.E. degree. Entered automobile business in 1924 at New York with Timken Roller Bearing Co. as sales engr.

METZEL, HAROLD N., with Oldsmobile div., General Motors as chief engr. since 1951. Born Peoria, Ill., May 1, 1904. Bradley Coll. Peoria, Ill., B.S. Entered automobile business in 1928 at Lansing with Olds. as expr. tester, engrg. dept.

MEYER, DONALD W., with Truckstell Mfg. since 1943 as pres. Born in Charles City, Ia. 1895. Entered automobile business in 1920 as truck salesman.

MICHEL, CLARENCE A., with Guide Lamp Div., GMC, as gen. mgr. since 1941. Born Cleveland, O., Dec. 31, 1893. Case Sch. of Applied Science. B.S. degree. Entered automobile business in 1915 at Cleveland with Guide Motor Lamp Mfg. Co.

MIDDLETON, PAUL F., with Arrow Safety Device Co. as gen. mgr. and secy. since 1948. Born Camden, N. J., Dec. 20, 1902. Syracuse Univ., B.S. degree; Harvard Law School LL.B. degree. Entered automotive business in 1942 as attorney for Arrow Safety Device Co., Mt. Holly, N. J.



AUTOMOTIVE NEWS FAMILY ALBUM

MILNER, WARREN E., mgr. of AC Spark Plug Milwaukee Div., General Motors Corp. Born Wayne, Ohio, 1907. General Motors Institute. Entered automobile business in 1926 at Flint in mfg. section of AC Spark Plug Div.

MINOR, JACK W., with Plymouth Div., Chrysler Corp., as vice-pres. in chg. of sales since 1956. Born Oct. 9, 1920, Kansas City, Mo. Entered automobile business 1952 as acct. exec. Grant Advertising, Inc., on Dodge acct.

MITCHELL, DON R., pres. and gen. mgr. of The Mitchell - Bentley Corp. and Ionia Mfg. Co. (div. of Mitchell-Bentley Corp.). Born Owosso, Mich., July 24, 1903. GMC Inst. of Tech.; Central Mich. Coll., Hon. Master. Dr. of Bus. Adm., Cleary College. Entered automobile business in 1921 at Corunna, Mich., with Weatherproof Body Corp. as sales mgr.

MITCHELL, WILLIAM F., with Mitchell-Bentley Corp. as exec. vice-pres. Born Owosso, Mich., Nov. 18, 1924. Penn. State. Entered automobile business in 1948 at Ionia Mfg. Co. as prod. analyst.

MOLLOY, R. J., automotive sales training mgr. of American Motors Corp. since 1956. Born Regina, Sask., July 11, 1912. Queen's University. Entered automobile business in 1938 as parts merchandiser with Chrysler Corp.

MINKEL, LEWIS EDWARDS, vice president & sales manager, Mack Truck Co. Born La Porte City, Ia., June 6, 1905. Univ. of Iowa, A.B. degree. Entered automobile business Aug. 16, 1944 at Los Angeles with Studebaker Pacific Corp. as regional mgr.

MISCH, F. W., vice-pres. finance of Chrysler Corp. since 1956. Born Seymour, Ind., Feb. 20, 1906. Graduate of Wabash College. Entered automobile business in 1926 as cost clerk at Chrysler Corp.

MITCHELL, JOHN J., with Liquid Glaze, Inc., as pres. since 1946. Born Chicago, Ill. B.A. degree. Entered automobile business in 1946 at Lansing, Mich., with Liquid Glaze, Inc., as pres.

MOGGE, ARTHUR R., with Arthur R. Mogge, Inc., adv. agcy., as pres. since 1927. Born Geneva, N. Y. Indiana Univ., A.B. degree. Entered automobile business in 1919 at Indianapolis with Gibson Co. as sales prom. mgr.

MONAGHAN, PHILIP J. vice president, of General Motors and general manager of GMC Truck and Coach Division since January, 1953. Born Detroit, Nov. 5, 1914. Georgetown Univ. Entered automobile business in 1936 at Detroit with Ternstedt Div. as methods engr.

MONROE, E. PAUL with Hercules Galion Products, Inc. as president since 1947. Born Galion, O., July 29, 1885. Ohio Wesleyan, B. S. degree. Entered automobile business in 1923 at Galion with Ditwiler Manufacturing Co. as sales manager.

MONTGOMERY, RUSSELL J., with Packard Electric Division, General Motors Corp. since 1927, as general sales manager since 1944. Born Chicago, Ill., March 19, 1896. Entered automobile business in 1912 at Chicago as mechanic.

MOORE, CHARLES F., JR., vice-pres., public relations, Ford Motor Co., since April, 1955. Born Mar. 5, 1903, Beverly, Mass. Dartmouth College. Entered automobile business with Ford Motor Co., 1952.

MOORE, J. TURNER, JR., vice-pres. and group exec. in chg. of U. S. Battery plants. The Electric Auto-Lite Co. Born Reading, Pa., 1908. Hamilton Coll., Geo. Washington Univ. Entered automobile business in 1931 with Reading Batteries, Inc.

MOORE, MEADE F., vice-pres. of automotive research of American Motors Corp. since 1952. Born Nov. 20, 1894, Butler, Pa. Grad. Ohio Northern Univ. Joined Nash Motors in 1917 and helped Charles W. Nash design first Nash car.

MOORE, WENDELL D., dir. of adv. and merch., Dodge Div., Chrysler Corp. Born Battle Creek, Mich., April 1, 1918. Cleary College. Entered automobile business in 1940 at Detroit as business mgr. of Motor City Publishing Co.

MOORE, WHITLEY B., vice-pres. of sales of Timken Roller Bearing Co. since 1948. Born Elk Rapids, Mich., June 4, 1896. Univ. of Mich., B.S. M.E. degree. Entered automobile business in 1919 at Canton, O., as engineer with Timken Roller Bearing Co.

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AUTOMOTIVE NEWS FAMILY ALBUM

MORAN, JOHN D., with Chrysler Corp. as dir. of organization since June, 1956. Born June 4, 1911, London, Ont. Detroit Business Univ. Entered automotive business as a prod. worker with Chrysler in 1929.

MORRISON, RALPH W., with Aro Equipment Corp. as vice-pres. and dir. since 1950. Born Streator, Ill., Jan. 23, 1906. Entered automobile business in 1935 at Chicago with Independent Pneumatic Tool Co. as sales engr.

MORSEY, CHASE JR., car marketing mgr. of Ford Div. Born St. Louis, Mo. Amherst college. Entered automobile business in 1948 with Ford Motor Co.

MOULDER, PETER V., with International Harvester Co. as president since 1956. member board of directors since 1948. Born Fargo, N. D., 1892. High school. Started with International Harvester in 1910 as clerk.

MUMA, GEORGE E., pres. of Divco Corp. since 1955. Born Paris, Ontario, Jan. 22, 1895. Entered automobile business in 1913 at Toronto as tester at Russell Motor Car Co.

MORREN, DONALD B., N. Amer. rep. for Society of Motor Manufacturers and Traders (Great Britain) since 1956.

MORROW, THOMAS F., vice-pres. and group exec. — Defense and Special Prod. Chrysler Corp., since 1957., also gen. mgr. of Defense Operations. Born New York City, Sept. 22, 1912. Entered automotive field in 1934 as an assembly line worker at the Chrysler Jefferson plant.

MOSS, CRUSE W., asst. gen. sales mgr. of Willys Motors, Inc. Graduate, Ohio Univ. Entered automobile business in 1940, joining Willys Motors in 1953 as exec. asst. to the vice-pres. and gen. sales mgr.

MUELLER, JOSEPH W., works mgr. of Kenosha plant, American Motors Corp., since 1954. Born in Milwaukee, Wis., Feb. 22, 1912. Milwaukee Vocational School. Entered automobile industry in 1934 as drafting and tool design apprentice with Nash Motors.

MUMMERT, ARDEN J., with McQuay-Norris Mfg. Co. as pres. and chmn. of the bd. since 1950. Born St. Louis, Mo., 1889. Purdue U., B.S.M.E. Entered automobile business in 1912 at Indianapolis, Ind., with Cole Motor Car Co. as junior engr.

MUNN, JOHN O., advisory editor, Automotive News. Born Watertown, S. D., Sept. 7, 1886. Entered automobile business in 1909 at Toledo with Willys-Overland as asst. adv. mgr.

MURBARGER, RICK., with Sealed Power Corp. as vice-pres. in charge of sales since 1951. Born Indianapolis, Ind. Wabash College.

MURDOCK, MALCOLM P., with Ethyl Corp. as vice-pres. in chge. of sales, dir. since 1952. Born Melrose, Mass., Dec. 9, 1905. Cornell U., A.B. degree. Entered automobile business as field rep with Ethyl Corp. in 1933.

MURRAY, FREDRIC H., with Cadillac Motor Div. as general sales manager since Jan. 1, 1957. Born in Denver, Colo. Columbia Univ. Joined Cadillac organization in 1943.

MYERS, JAMES L., chmn. of bd., Clevite Corp. (formerly The Cleveland Graphite Bronze Co.) since 1952. Born Elizabeth, N. J., Sept. 25, 1890. Pingry Sch., Stevens Inst. of Tech., M.E. degree. Entered automobile business in 1912 at Lansing, Mich., with Olds Motor Works as engrg. draftsman.

NADAL, ROBERT R., dealer affairs mgr., gen. marketing office of Mercury Div., Ford Motor Co. Born Olivet, Mich., Oct. 9, 1914. Drury Coll.; Harvard Grad. School of Bus. Admin. M. in Bus. Admin. Entered automobile business in 1936 with General Motors on sales staff and joined Ford in 1946.

NAGLE, EDMUND G., with United States Rubber Co., mgr. of automotive sales, Footwear and General Products Div. since 1951. Born Cambridge, Mass., March 30, 1917. Univ. of Minnesota. Entered rubber business in 1946 at Mishawaka, Ind., with U. S. Rubber Co. as sales mgr., Foam and Floor Mat Div.

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AUTOMOTIVE NEWS FAMILY ALBUM

NANCE, JAMES J., vice-pres. — marketing, Ford Motor Co., since 1956. Born Ironton, O., Feb. 19, 1901. Ohio Wesleyan Univ., B.A. degree. Entered automobile business at Detroit in 1952 with Packard as pres.

NISKALA, E. W., sales mgr. of Borroughs Manufacturing Company since 1955. Born Fitchburg, Mass., Aug. 1908. Entered automobile business in 1929 at Canton, O. in sales department of Berger Manufacturing Co.

NORTON, WILBUR H., with R. M. Hollingshead Corp. as pres. since April, 1952. Born Dec. 2, 1903, Hampton, N. H. Entered automobile business in 1948 at Detroit with GM Corp. as vice-president.

OARE, ROBERT L., with Associates Investment Co. as Chmn. of the Bd. since 1951. Born in South Bend, Ind., on Oct. 13, 1912. Dartmouth Coll., A.B., Yale Univ., LL.B. Entered automobile business in 1947 at South Bend, Ind., with Associates Investment Co. as dir.

OCHS CLARENCE I., with Eaton Mfg. Co. as chmn. of exec. comm. since retirement as chmn. of the bd., 1956. Born in Boston, Mass. Entered automobile business in 1916 at Cleveland, O., with Torbensen Gear & Axle Co., as pur. agt.

NASH, JEROME B., with Buick Motor Div. as asst. to gen. mgr. in charge of dealer relations. Born 1893, Spokane, Wash. Weshington State Coll. Entered automobile industry as Buick dist. mgr. Waterloo, Ia.

NOONAN, CHARLES P., with Chrysler Corp. as eastern area dir. of field operations, group marketing, since 1956. Born New Rochelle, New York, July 15, 1915. New York Univ., 1938, B.S. Entered auto business, New Rochelle, 1938, as retail salesman.

NORWOOD, JOHN E., with Sealed Power Co. since 1918. Sales mgr. from 1943 through 1954. Now adv. and sales prom. mgr. Born Baltimore, Md., Feb. 19, 1898. Polytechnic Inst. Entered automobile business in 1918 at Baltimore with No Leako Piston Ring Co.

O'BRIEN JOHN DAVID., with General Motors Corp., gen. mgr. Inland Mfg. Division, Dayton, O. Born at Cincinnati, O., Jan. 21, 1896. Received B.S. degree from St. Xavier Coll., 1914. Joined Inland in 1922 as purchasing agt.

O'DOHERTY, LAWRENCE J., dir. of sales, auto div., Acme Quality Paints, Inc., since 1957. Born in Canada, Feb. 2, 1902. Univ. of Ottawa. Entered automobile business in 1924 at Detroit in steel depts. of Ford Motor Co.

NAUGHTON, JOHN B., with Dodge Div., Chrysler Corp., as sales mgr.-trucks, since 1956. Born Pueblo, Colo., Jan. 1, 1922. Entered automobile business in 1948 at Philadelphia as zone sales manager for Ford.

NAVE, HENRY J., with White Motor Co. of Canada, Ltd., as pres. since 1954. Born Attica, Ind., 1913. B.S.C. Temple Univ. Entered automobile business in 1936 with Firestone Tire & Rubber Co. as college sales trainee.

NEWBERG, WILLIAM C., group vice-pres., automotive, Chrysler Corp., since 1956. Born Seattle, Wash., Dec. 17, 1910. Univ. of Washington, B.M.E.; Chrysler Inst. of Engineering, M. M. E. Entered automobile business in 1932 with American Automobile Co. at Seattle as salesman.

NEWBY, RALPH, with Midland Steel Products Co. as sales mgr. of the Cleveland Division since 1950. Born Birmingham, England, April 3, 1909. Cleveland College. Entered automobile business in 1927 at Cleveland with Midland Steel Products Co. as draftsman.

NICHOLL, J. FERRELL, with Lumite Div., Chicopee Mills, Inc., as vice-pres. since 1949 and gen. mgr. since 1948. Born Blanket, Tex., Aug. 20, 1906. Ga. Tech., B.S. degree. Entered automobile business in 1945 at New York with Lumite Div. as mgr. upholstery fabric section.

NICHOLS, BYRON J., gen. mgr., group marketing, Chrysler Corp., since 1956. Previously vice-pres. of sales, Dodge Div. Born Beloit, Wis., July 15, 1913. Entered automobile business in 1933 with Ford Motor Co.

NIELSEN, A. B., with Chrysler Corp., as dir. field operations, group marketing, since 1956. Born July 24, 1900, in Ft. Wayne, Ind. Business school. Entered automobile business in 1915 at Flint, Mich., as payroll clerk for Chevrolet Motor Co.

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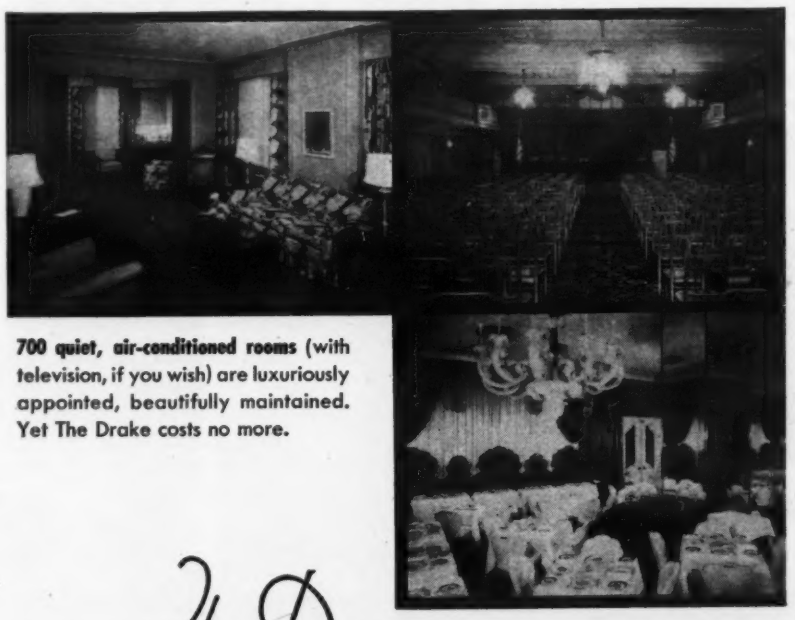

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AUTOMOTIVE NEWS FAMILY ALBUM

O'DONNELL, M. T., programming mgr. of Chrysler Div., Chrysler Corp., since 1955. Born Lynn, Mass. Entered automobile business in 1936 at Detroit as tool engineer for DeSoto Div.

OSBORN, CYRUS R., with General Motors Corp., vice-pres. and dir. Born Dayton, O., Aug. 27, 1897. Univ. of Cincinnati. Entered automobile business in 1921 with Dayton Eng. Laboratories as apprentice.

OUELLETTE, L. J., with Dodge as dir. dealer rel- since 1950. Born Detroit, Mich., June 6, 1899. Entered auto business in 1917 in adv. dept. with Dodge Brothers.

PARKER, FRED W., JR., with Timken-Detroit Axle, Division of Rockwell Spring & Axle Company as executive vice-pres. since 1953. Born in Chicago, Apr. 26, 1905, Cornell Univ., M.E. degree. Entered automobile business in 1927 at Detroit with Timken - Detroit Axle Co. as student engr.

PATENGE, WALTER F., with Wohlert Corp. as pres. and gen. mgr. since 1944. Born Bay City, Mich. 1898, Mich. State College, B.E. Eng. Entered automobile business in 1920 at Lansing with Reo Motor Co. as draftsman.

OHLY, CHARLES W., with Thompson Products, Inc., as vice-pres. and gen. mgr. since Aug., 1954. Born Cleveland, O., Sept. 5, 1918. Case Institute of Technology, B.S., M.E. Entered automobile business in 1940 at Cleveland with Thompson Products as laboratory technician in metallurgical research lab.

OSTRANDER, STANLEY W., vice-pres. spec. assignments of Ford Motor Co. since 1952. Born Whittemore, Mich., 1895, M.E. degree with correspondence school. Entered automobile business in 1915 at Flint with Weston Mott Co.

PALMER, W. P., with Arndt - Palmer Lab. as pres. since 1947. Born Rushville, Ind., in 1888. Entered automobile business in 1935 at San Francisco with Palmer Co. as owner.

PARKER, JOHN R., chief engr., automotive div., A. O. Smith Corp., since 1951. Born Three Rivers, Mich., Sept. 9, 1917. Univ. of Mich., B.S. in M.E. degree. Entered automobile business in 1939 at Milwaukee as draftsman with A. O. Smith Corp.

PATTERSON, C. H., group exec. — engine and foundry, Ford Motor Co., since 1957. Born Edinburgh, Scotland, Oct. 22, 1902. Entered automobile business in 1927 as die maker with Ford Motor Co.

OLEN, WALTER A., with Four Wheel Drive Auto Co. as consultant and dir. Born in Winneconne, Jan. 31, 1875, Valparaiso Law School LL.B. Entered automobile business in 1910 at Clintonville, Wis., with Four Wheel Drive Auto Co., as pres. and gen. mgr.

OLSON, ELMER, dir. of engtg. and sales of Rochester Prod. Div., General Motors Corp., since 1957. Born Chicago, Ill., April 11, 1902. Lewis Institute. Entered automobile business in 1925 as design engineer with Stromberg Carburetor Corp.

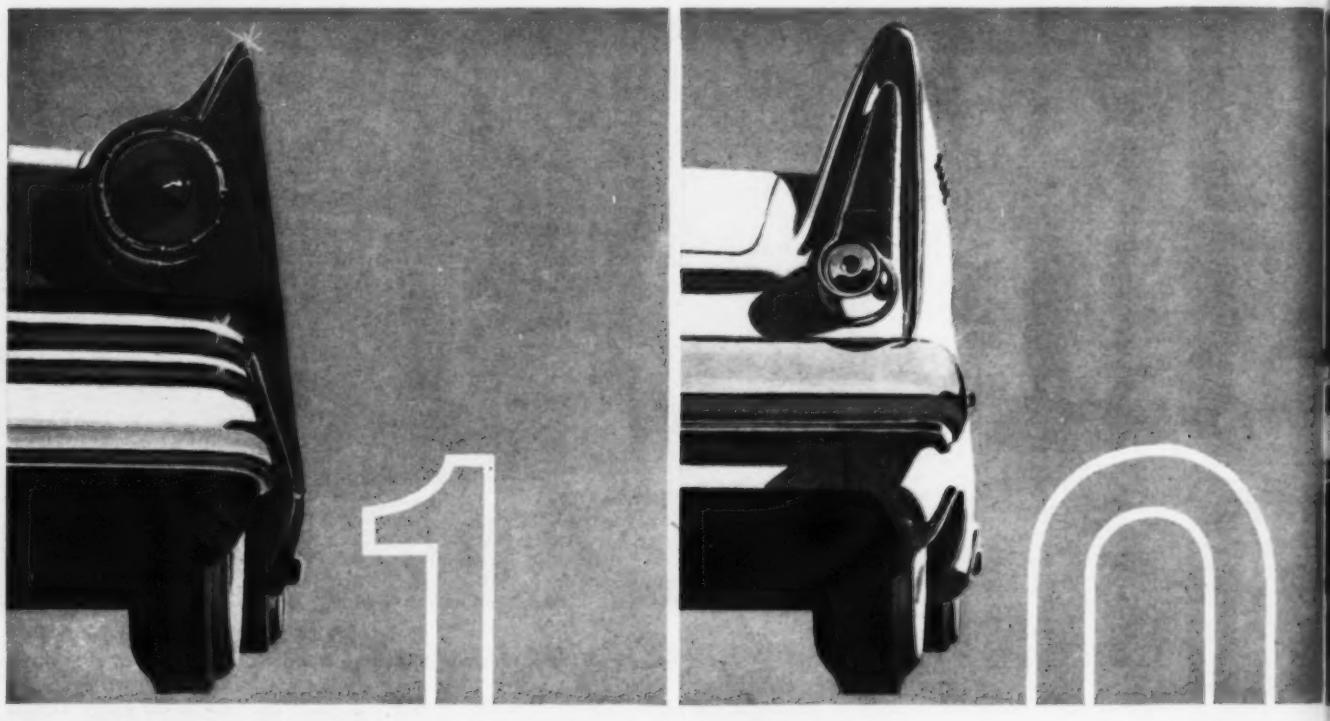
O'NEIL, THOMAS J., assoc. member Ford Motor Co. dealer policy board. Born Memphis, Tenn., Dec. 28, 1894. Christian Bros. College. Entered automobile business in 1915 in Memphis Dist. with Ford Motor Co. as stock clerk.

O'NEIL, WILLIAM F., with General Tire & Rubber Co. as pres. and gen. mgr. since 1915. Born Akron, O., Aug. 21, 1885. Holy Cross Coll., B.S. and LL.D. degrees. Entered automobile business in 1904 at Worcester, Mass., with Worcester Tire Fabric Co. as cost man.

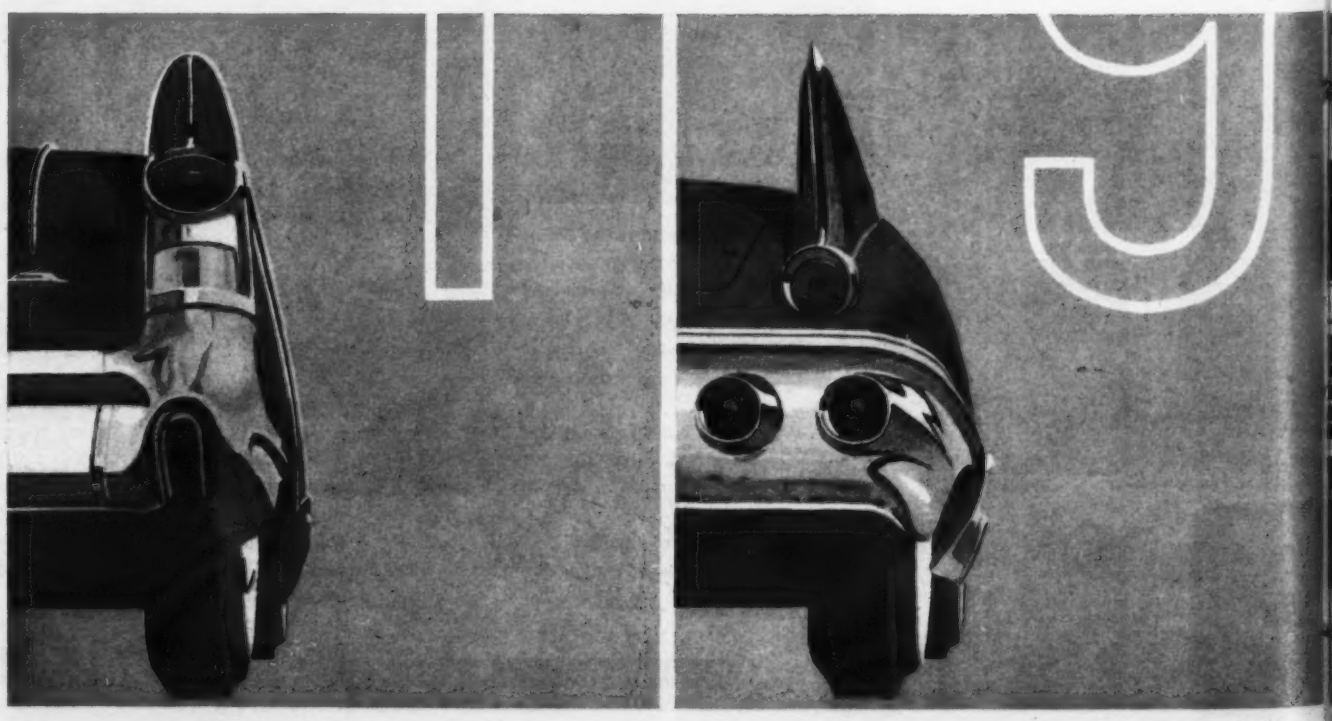
ORMSBY, RUTH, with Nu Orm Plans, Inc., as president since 1945. Native of Los Angeles. St. Mary's Academy and St. Mary's College. Entered automobile business in 1940 working in a dealership as a follow-up operator. Started own follow-up and service merchandising business in November, 1945.

ORR, JAMES W., mgr. of merch. dept., Studebaker-Packard Corp. Entered automobile business in 1956 as sales prom. mgr. of Studebaker - Packard Corp.

ORR, SAMUEL A., with United Motors Service Div., General Motors Corp. as asst. gen. sales mgr. merch. since Nov. 1956. Born Vandergrift, Pa., 1911. Entered automobile business in 1938 at Warren, O., with Packard Electric Div., GM Corp.



What do the new cars have in common?



AUTOMOTIVE NEWS FAMILY ALBUM

PATTERSON, M. C., Pres. of Dodge Div., vice-pres. of Chrysler Corp. Born Lanaskshire, Scotland, May 30, 1900. Entered automobile business in 1921 as die sinker machinist for Dodge Div.

PAUL, STEPHEN H., with Auto Specialties Mfg. Co. as general sales mgr. since 1950. Born Duquesne, Pa., Sept. 26, 1905. Illinois & Chicago Tech. Entered automobile business in 1935 at St. Joseph, Mich., with Auto Specialties Mfg. Co. as inspector.

PENNINGTON, WILLIAM W., sales mgr. of Battery Div., The Electric Auto-Lite Co., since 1936. Born Fairfield, Ill., Jan. 11, 1890. Walkers Academy. Entered automobile business in 1913 at Chicago as salesman with Electric Auto-Lite Co.

PEPPIATT, GUY S., pres. of Federal-Mogul-Bower Bearings, Inc. Born Washtenaw County, Mich., Sept. 20, 1901. Univ. of Mich., A.B. degree. Entered automobile business in 1928 at Detroit with Federal-Mogul Corp. as accountant, became pres. in 1950.

PETERSEN, DONALD E., merch. and prod. planning mgr., Lincoln Div., Ford Motor Co. Born Pipestone, Minn., Sept. 4, 1926. Ore. St. Univ., Univ. of Wash., Stanford Univ., M.B.A. degree. Entered automobile business in 1949 as fin. analyst with Ford Motor Div.

PATTERSON, WILLIAM R., asst. to vice-pres. of sales of White Motor Co. since 1955. Born Cleveland, O., 1924. Western Reserve Univ., B.A. degree. Entered automobile business in 1949 at Rochester as sales rep. for White Motor Co.

PECKELS, MICHAEL F., with International Harvester as dir. consumer rel. since 1945. Born in Chicago, April 29, 1897. Entered automobile business in 1915 at Chicago with International Harvester as clerk.

PEO RALPH F., chmn. and pres. of Houdaille Industries, Inc. Born Rochester, N. Y., 1897. Rochester Institute of Tech., mech. degree. Entered automobile business in Detroit with Dodge Co.

PERELLE, CHARLES W., pres. of American Bosch Arma Corp. since April, 1954. Born Juneau, Alaska, Jan. 5, 1903. Univ. of Washington, St. Joseph College, Dr. degree. Entered automobile business in 1946 as pres. of Gar Wood Industries.

PETERSON, GEORGE B. D., Detroit distr. sales mgr. of Aluminum Co. of America since 1955. Born Wayne, Pa., 1908. Penn State Univ. Entered automobile business in 1928 at Pittsburgh as sales apprentice with Alcoa.

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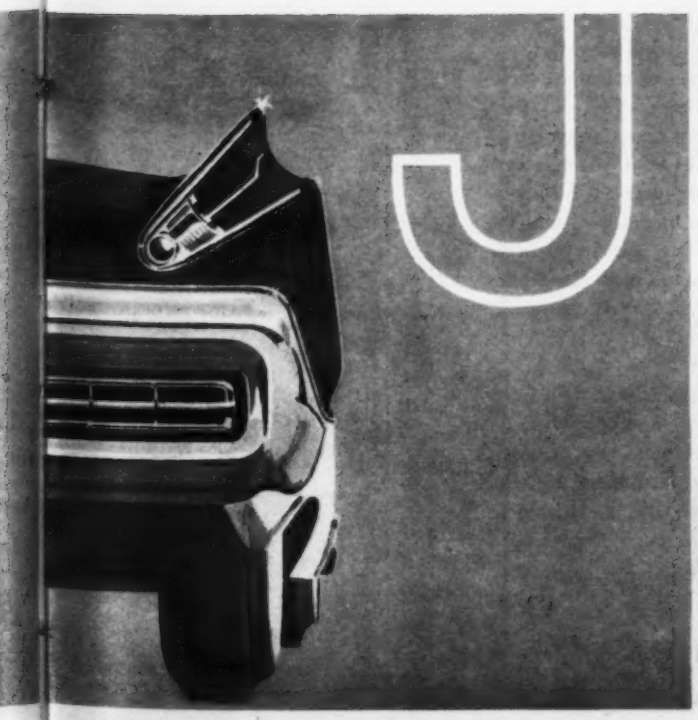
Detroit Representative: B. C. Rigsby, Nor-Way Building, 20211 Greenfield Road, Windsor 1-0674.



*acrylic plastic molding powder for tail lights, parking lights, instrument panels, nameplates, ornamentals, dials.

PETERSON, P. O., with Mack Truck, Inc., as pres. and chief exec. since January, 1955. Born Norway, Sept. 16, 1896. Entered automobile business in 1916 at Flint, Mich., with Buick Motor Co. as inspector. Joined Studebaker in 1919.

PETTENGILL, E. R., with Pontiac Motor Div. as dir. of coordination, mfg. and distr. Born in Port Huron, Mich., Feb. 4, 1905. Entered automobile business in 1925 as central office cashier.

PFEIFFER, KARL, with Chrysler Corp. as exec. engr. of laboratories and vehicle testing since Dec., 1955. Born in Obernburg, Germany. Educated in Germany. Entered the automotive business in the U. S. in 1923 with Maxwell Motor Co.

PHILLIPS, ASA R., with Auto Ventshade Co., as pres. and gen. mgr. since 1936. Born Soperton, Ga., Jan. 15, 1901. Georgia Normal, diploma bus. adm. Entered automobile business in 1921 at Atlanta, Ga., with Kelly-Springfield Tire Co. as salesman.

PHILLIPS, ROBERT M., with Cadillac Motor Car Div. as gen. serv. mgr. Born New York City, 1914. Graduate automotive design engr. Entered automobile business at New York in 1937 with Cadillac.

PICHURSKI, JOHN R., press relations mgr. of American Motors Corp. since 1956. Born Detroit, Mich., June 18, 1921. Michigan State College. Entered automobile business in 1951 at Detroit with Nash Motors.

PICKETT, WILLIAM S., vice-pres. in charge of sales for Willys-Overland Export Corp. Born in Ohio in 1920. Graduate of Univ. of Toledo. Joined Willys in 1946.

AUTOMOTIVE NEWS FAMILY ALBUM

PIERSON, H. LYNN, with Detroit Harvester Co. Chmn. of Bd. since 1951. Pres. since 1926. Born in Detroit July 13, 1894. Williams College. Entered automobile business in 1919 at Detroit with Packard Motor Car Co.

PIOT, LESTER W., dir. sales training of Chrysler Corp., since 1956. Born Charleroi, Pa., Aug. 20, 1922. Wayne Univ., Lawrence Tech. Entered automobile business in 1946 at Detroit with Chrysler Corp. as district rep.

POTTER, GLENN S., field operations mgr. of Parts and Serv. Dept., American Motors Corp. Joined the company in 1945 and in 1947 was appointed div. sales mgr. In 1948 was made Kansas City zone mgr.

POWERS, JESSE L., gen. mfg. mgr. of Buick Motor Div. since March, 1956. Born St. Johns, Ind., Aug. 25, 1892. GM Institute. Entered automobile business in 1916 at Flint as machine operator at Buick Motor Div.

PRICE, ARTHUR E., with Kent-Moore Organization, Inc., as vice-pres., spec. accts. Born Fond du Lac, Wis., Feb. 27, 1893. H. S. and extension courses. Entered automobile business in 1911 at Racine, Wis., with Mitchell-Lewis Motor Car Co. as cost clerk.

PIERSON, LOUIS W., with International Harvester Co. as mgr. of sales, motor truck div. Born Hatton, N. Dak., May 15, 1901. High school. Entered automobile business in 1922 at Billings, Mont., with International Harvester Co. as truck salesman.

POIRIER, G. T., gen. mfg. mgr. of Chrysler Div., Chrysler Corp. since 1955. Born Jackson, Mich. Univ. of Detroit, Chrysler Inst. of Engrg. Entered automobile business in 1940 as research engr. for Chrysler Div.

POWER, WILLIAM G., with Chevrolet Div. of General Motors Corp. as adv. mgr. since Jan. 1, 1950. Born Indianapolis. Entered automobile industry at Flint, Mich., as Chevrolet wholesale representative in 1928.

PRASS, MARC R., with Chrysler Div., Chrysler Corp., as dir. prod. planning, since 1955. Born South Bend, Ind., Jan., 1919. B.S. Yale Univ., 1941. Entered automobile business with Chrysler Corp. Engrg. Div., 1941.

PRICE, GALEN B., assoc. operations mgr. Ford Div., since 1956. Born Alpena, Ark., Aug. 10, 1918. Univ. of Ark., M.B.A. degree. Entered automobile business in 1947 as price analyst with Ford Motor Co.

PROSSER, WILLIAM B., with Perfect Circle since 1925. Vice-pres., gen. mgr. since July, 1951. Born in Canada, Mar. 22, 1902. Entered automobile business in 1923 at Boston with American Gear Co. as salesman.

PRUITT, SIDNEY T., domestic sales mgr. of Ethyl Corp. since 1955. Born Benton, Ala., June 16, 1907. Ga. Inst. of Tech., B.S., Civil Eng. degree. Entered automobile business in 1930 as field rep. with Ethyl Corp.

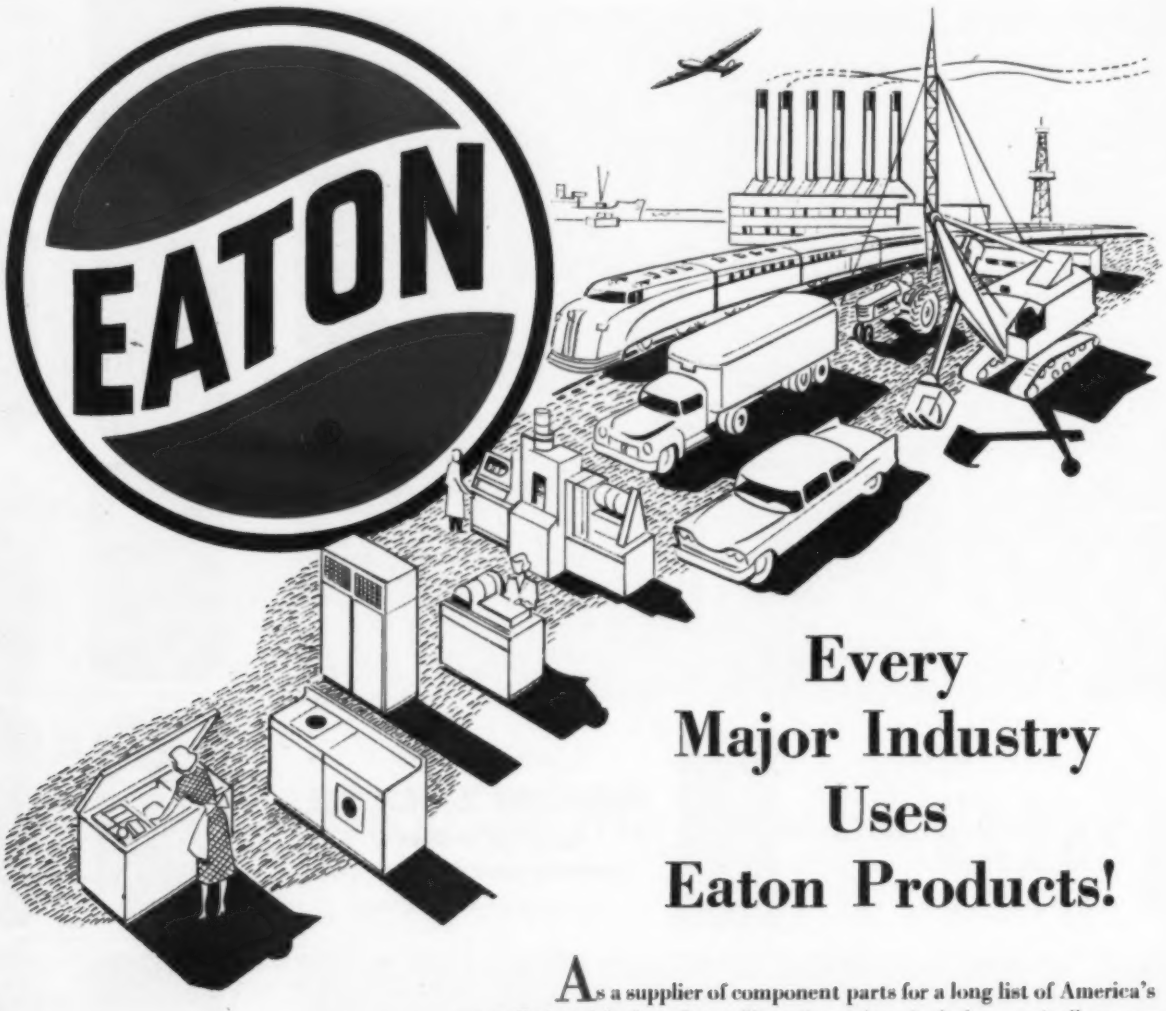
PURDY, RICHARD T., vice-pres. of finance and treas. of American Motors Corp. since 1956. Born Caro, Mich., Oct. 11, 1906. Graduate of Univ. of Mich. Entered automobile industry in 1945 as mgr. of Motor Truck Div. of Automobile Manufacturers Assn.

PUTTERMAN, BENJAMIN., with Yankee Metal Products Corp. as pres. 1946-1955, chmn. of the bd. since 1955. Born Poland, 1891. Entered automobile business in 1915 at New York City with American Auto Lamp Co. as partner.

QUINN, ED C., pres. of Chrysler Div. and vice-pres. and dir. of Chrysler Corp., since 1954. Born Detroit, Mich., Dec. 15, 1901. Entered automobile business in 1919 with Studebaker in Detroit. With Chrysler Corp. since 1934.

QUINN, JOSEPH D., prod. mgr. of Outer Drive Unit, Stamping Div., Chrysler Corp. Born Nov. 12, 1904, Depot Harbor, Ont., Canada. With Briggs Manufacturing Co. from 1927 through 1953, entered automobile business in 1925 with Muray Mfg. Co. in time study department.

RAGSDALE, EDW. T., gen. mgr. of Buick Motor Div., GM Corp. since March, 1956. Born Hopkinsville, Ky., in 1897. Indiana State Normal Coll. Entered automobile business in 1916 at Newcastle, Ind., with Maxwell Motor Car Co. as tool designer.



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AUTOMOTIVE NEWS FAMILY ALBUM

RAISBECK, JOHN W., vice-pres. of sales operations of American Motors Corp., since 1956. Born in Coronel, Chile, Charleston School of Commerce. Entered automobile business in 1930 at Detroit with Packard Motor Car Co.

REED, TOD, with Ruthrauff & Ryan, Inc., as vice-pres., Detroit mgr. since 1948. Born in Minneapolis, Minn., Jan. 16, 1903. Univ. of Mich. Entered automobile business in 1925 at Los Angeles with Hupmobile distributor as salesman.

REESE, WM. D., mgr. of engrg., motor truck div., International Harvester Co. since Dec., 1943. Born Middletown, N. Y., 1894. Lehigh Univ. Entered automobile business in 1917 with Locomobile Co., Bridgeport. Joined International Harvester, 1934.

REEVES, PAUL J., dir. of sales of Timken Roller Bearing Co. since 1950. Born Dover, O., 1905. Carnegie Tech., B.S. degree. Entered automobile business in 1929 at Canton as sales engineer of Timken Roller Bearing Co.

REILLY, EDWARD J., with Harrison Radiator Division, General Motors Corp. as general sales manager since 1952. Born Buffalo, N. Y., January 6, 1915.

RAMSEY, WILLIAM B., dir. of gov. and fleet sales of American Motors Corp. since 1955. Born Columbus, O., Aug. 16, 1918. Ohio State Univ. Joined automobile business in 1935 as used-car dealer in Columbus, O.

REESE, C. J., with Continental Motors Corp. as pres. since 1939. Born in Muncie, Ind., in 1900. Muncie Normal, I.C.S. Prod. Engr. degree. Entered automobile business in 1918 at Flint, Mich., with Chevrolet Motor Co. as prod. followup. Joined Continental Motors in purchasing dept., 1931.

REEVES, ALFRED, born in Brooklyn, N. Y., 1875. Brooklyn High. Forty years with Automobile Manufacturers Association; 25 years as gen. mgr.; advisory vice-pres. since 1940; mgr., National Automobile Shows since 1932. Entered automobile business in 1904 as Automobile Editor of the "New York Mail and Express."

REID, J. S., with Standard Products Company as president and chairman of the board. Born Yazoo County, Mississippi, 1894. University of Louisville, M.D. degree. Entered automobile business in 1920, inventor of the Easy-on bayonet type automobile gas tank cap. Founded Standard Products in 1928.

REITH, F. C., gen. mgr. of Mercury Div. and vice-pres. of Ford Motor Co. Born Des Moines, Iowa, Sept. 4, 1914. Drake Univ., B. of C.S. degree. Entered automobile business in 1946 as a member of Ford Motor Co.'s finance staff.

RANDALL, JOHN S., gen. mgr., automotive prod., A. O. Smith Corp., since 1954. Born Duluth, Minn., Nov. 21, 1912. Dartmouth, B.A. degree. Entered automobile business in 1952 at Milwaukee with A. O. Smith Corp.

RAPPAPORT, M. E., pres. Napco Industries, Inc. since 1955. Pres. Federal Motor Truck Co., subsidiary of Napco. Born Salt Lake City, Utah, Jan. 13, 1908. Univ. of Minnesota, engineering degree. Entered automobile business in 1930 at Minneapolis as partner of Northwestern Auto Parts Co.

RAVIOLO, VICTOR G., with Ford Motor Co., eng. staff, dir. advanced product study and engrg. research office, since 1955. Born New York City, June 20, 1914. Entered automobile business in 1932 at Detroit as draftsman for Chrysler Corp.

RAY, EDWARD F., gen. sales mgr., All-Wheel-Drive Truck Div., Marmon-Herrington Co., Inc., since Jan., 1955. Born White County, Ind., Feb. 10, 1899. Entered automobile business in 1922 at Indianapolis with Ford Motor Co.

RAY, J. CHESTER, exec. asst. to gen. mgr., tire division of United States Rubber Co., since 1951. Entered rubber business in 1929 with U. S. Rubber Co.

RAYMOND, NEIL C., with A. S. Campbell Co., Inc., East Boston, Mass., as pres. since 1948. Born in Gladwin, Mich., June 16, 1896. Entered automobile business in 1916 at Flint, Mich., with Buick Motor as machinist.

REAGAN, J. E., with Elco Lubricant Corp. as pres. since 1945. Born Pittsburgh, Pa. Entered automobile business in 1917 at Canton, O., with Timken Roller Bearing Co. as service engr.

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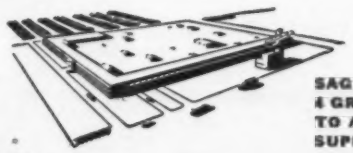

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AUTOMOTIVE NEWS FAMILY ALBUM

REMMEL, CHESTER H., sales mgr. of Amalie Div., L. Sonneborn Sons, Inc., since 1954. Born Cleveland, O., Feb. 6, 1913. John Marshall Coll. Entered automobile business in 1929 at Cleveland with Gardner Motor Car Distributor as parts clerk.

RHAME, PAUL W., gen. mgr., New Departure Div., GM Corp. since Jan. 1, 1953. Born Minneapolis, 1895. Graduate of Coll. of Engrg., Univ. of Minn., M.E. degree. Entered automobile business in 1923 with AC Spark Plug Div.

RICHARDSON, J. A., vice-pres. of Shure Mfg. Corp. Born St. Louis, Mo., June 13, 1907. Entered automobile business in 1933 at St. Louis as owner of Richardson Co.

RIEDL, JULIUS, works mgr. of Milwaukee body plant, American Motors Corp., since 1955. Born Feb. 23, 1907 in Gratz, Austria, Milwaukee Vocational school. Entered automobile industry in 1920.

RISING, FRANK W. with Automotive Parts Manufacturers Assn. as gen. mgr. since 1940. Born Kansas City, Mo., 1902. Kansas U. A.B. degree. Entered automobile business in Feb. 1940 at Detroit with APMA as gen. mgr. Mich. W.L.B. Manpower Com.

RENNER, JOHN E., gen. sales mgr. of Lincoln Engineering Co. since 1955. Born St. Louis, Mo., Sept. 19, 1911. St. Louis grade and high schools. Entered automobile business in 1934 at St. Louis with Lincoln Engineering Co., as sales trainee.

RICH, ELMER, with Simoniz Co. as chairman since 1952. Entered automobile business in 1910 at Chicago with Simoniz Co.

RICHARDSON, WILLIAM S., president of B. F. Goodrich Co. since 1954. Born Liverpool, England, Dec. 8, 1893. Entered automobile business in 1914 at Boston with Boston Woven Hose Co. as department manager.

RILEY, EDWARD, with General Motors Corp., as vice-pres. since 1942 and gen. mgr. Overseas Oper. div., since 1941. Born in Lawrence, Mass. Dartmouth Coll. Entered automobile business in 1917 with Hyatt Roller Bearing Co.

ROBERTSON, DELMAR D., with Dana Corp. since 1937 and vice-pres. sales since Dec. 1, 1954. Born Chicago, Ill., July 31, 1904. Ga. Inst. of Tech., B.S. mech. engrg. Entered automobile business in 1928 at Philadelphia with Wilkening Mfg. Co. as engr.

ROBERTSON, GORDON H., with Acme Quality Paints, Inc., as vice-pres. and gen. mgr. since 1944. Born Toronto, Ont., Oct. 1, 1901. Univ. of Toronto, B.A.Sc. Entered automobile business in 1928 at Cleveland with Sherwin-Williams Co., Cleveland, O., as chem.

ROBINS, THOMAS JR., with Hewitt-Robins, Inc. as pres. since 1935. Born New York City, Oct. 6, 1896. Groton School; Princeton, "War Degree." Entered rubber business in 1926 in Buffalo, N. Y., with Hewitt-Robins as asst. to pres.

ROBITAILLE, C. A. fleet mgr. of Chrysler Div., Chrysler Corp. since 1955. Born Detroit, Mich., Oct. 21, 1906. Univ. of Detroit. Entered automobile business in 1928 as accounting clerk in truck distribution dept. of Chrysler Corp.

ROCHE, BURKE B., pres. of Binks Mfg. Co. since 1949. Born Billings, Mont., Oct. 26, 1913. Loyola Univ., PhB. degree, DePaul Univ., LLB. degree.

ROCHE, JAMES M. with Cadillac as gen. mgr. since Jan., 1957. Born Elgin, Ill., Dec. 16, 1906. Entered automobile business in 1927 at Cadillac factory branch, Chicago.

ROCHE, JOHN P., with Roche, Williams & Cleary, Inc., as pres. since 1926. Born Aberdeen, S. D., 1889. Columbia Univ., A.B. degree. OAX, ΦBK frats.

ROCKAFELLOW, R. S. with Chrysler Corp. as dir. of prod. engrg. since Dec., 1956. Born June 22, 1911, Flint, Mich. LaSalle Univ. Entered automobile business in 1937 with Fisher Body div. of Gen. Motors.

FACTS

about

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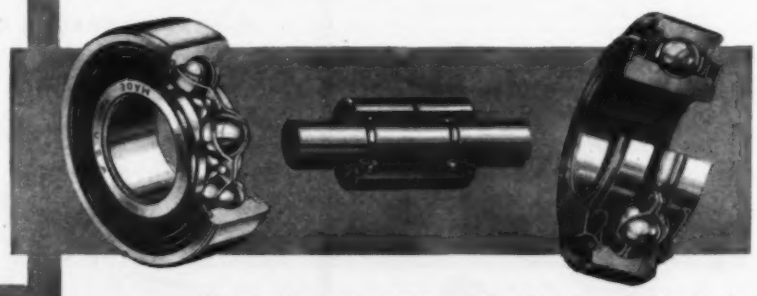

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AUTOMOTIVE NEWS FAMILY ALBUM

ROCKWELL, WALTER F., chmn. of the bd., The Acro Manufacturing Co. 1953 - 1957. Chmn. fin. comm. Rockwell Mfg. Co. Born in Boston, Mass., Oct. 30, 1899. Tufts College, B.S. and M.S. Entered automobile business in 1920 with Wisconsin Parts Co. as serv. engr.

ROUBIE, KENNETH D., with J. W. Mortell Co. as Detroit Mgr. Born Watertown, N. Y., Oct. 3, 1910. Univ. of D., Clarkson Coll. of Tech., B.S., M.E. Entered automobile business in 1942 at Kankakee, Ill., with J. W. Mortell Co. as district mgr, Detroit.

ROW, EDGAR C., with Chrysler Corp. as adm. vice-pres. and on bd. of dir. since 1956. Born St. Mary's, O., Jan. 10, 1896. Valparaiso Univ. Entered automobile business in 1916 with Dodge Bros. in planning department.

ROWOLD, HENRY with Mack Trucks, Inc. as mgr. in charge of nat'l. and fleet sales. Born New York City, Sept. 16, 1900. High school. Entered automobile business in 1919 at New York with Mack Truck as secy.

RUDE, ALAN G., with Universal C.I.T. Credit Corp. as pres. Born Hawthorne, N. J., 1905. Dover Coll. of Commerce, New York Univ. Entered automobile business in 1925 with C.I.T. Corp. of New York.

ROCKWELL, WILLARD F., chmn. of the bd. of Rockwell Spring and Axle Co. President Automotive Old Timers, Inc., New York City. Born Boston Mar. 31, 1888. MIT Coll. Entered automobile business in 1914 at Poughkeepsie with F.I.A.T. as engr.

ROUSH, STANLEY J., with Morse Chain Co. as president and gen. mgr. since 1954. Born Pittsburgh, Pa., May 30, 1909. Carnegie Institute of Technology.

ROWE, NORMAN A., dir. of adv. Fruehauf Trailer Co. Born in London, Eng., March 9, 1911. Wayne Univ. Entered automobile business in 1928 at Detroit with Geo. Harrison Phelps, Inc., as publicity asst.

ROY, ROSS, pres. Ross Roy, Inc., national advertising agency, founded in 1926. Entered automobile business at Janesville, Wis., with Dodge as retail salesman.

RULE, RALPH G., with AP Parts Corp. as pres. since 1939. Born New York City, June 22, 1907. Tri-State Bus. Col. Entered automobile business in 1931 at Toledo, O., with Associated Parts, Inc., as credit mgr.

ROESCH, KARL A., with Autocar Div., The White Motor Co. as exec. vice-pres. since 1956. Born Cleveland, Ohio, 1903. B.A. Ohio State Univ. Entered automobile business in 1928 as salesman with White Motor Co.

ROGERS, GOODLOE H., with American Forging and Socket Co. since 1934, pres. and gen. mgr. since 1944. Univ. of Michigan Entered automobile business with Oakland Motor Car Co.

ROHRBACH, JOHN F. D., with Raybestos-Manhattan, Inc., as pres. since 1948. Born New York City July 18, 1889. N. Y. U., B.C.S. Entered automobile business in 1916 at Bridgeport, Conn., with Raybestos Co. as auditor and bus. consit.

ROLLERT, EDWARD D., gen. mgr. of Harrison Radiator Div., General Motors Corp., since 1955. Born Crete, Ill. Purdue University, M.E. degree. Entered automobile business in 1934 at Flint with A C Spark Plug Division.

ROLLIS, ROBERT T., gen. mfg. mgr. of Oldsmobile Div. Born Stoughton, Wis., Dec. 15, 1911. Univ. of Wis., B. S. degree. Entered automobile business in 1935 with General Motors Corp.

ROMNEY, GEORGE, with American Motors Corp. since 1948, as pres. and chmn. since 1954. Born in Chihuahua, Mex., on July 8, 1907. LDS Univ., Univ. of Utah, George Washington Univ. Entered automobile business in 1939 at Detroit with A.M.A. as Detroit mgr.

ROTHMAN, EDWARD E., dir. of product adv. and sales prom. office, Ford Motor Co., sales and adv. staff since 1956. Born Detroit, Mich. Graduate of Univ. of Penn. Entered automobile business in 1921 with Campbell - Ewald Co.

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CINCINNATI OFFICE, 3410 Comfort Street, Phone: Mulberry 2800, Cincinnati 23, Ohio

BUFFALO OFFICE, 765 Hertel Avenue, Phone: Delaware 8900, Buffalo 7, New York

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AUTOMOTIVE NEWS FAMILY ALBUM

RUMMEL, MARTIN F., purch. agent of Pontiac Motor Div. since 1946. Born Frankenmuth, Mich., July 31, 1904. Mich. State College. Entered automobile business in 1927 with Oakland Motor Car Co.

ST. AUBIN, MYRLE E., with General Motors Corp. as dir. of serv. sec. since 1944. Born Mt. Clemens, Mich., Oct. 10, 1904. Univ. of Mich., A.B., B.A. Entered automobile business in 1927 at Pontiac, Mich., with Oakland Motor Car Co. as parts and service rep.

SANDBERG, DELMER A., with Delco Radio Div., General Motors Corp., as sales mgr. since Jan., 1957. Born Chicago, Ill., July 8, 1907. Univ. of Illinois B. S. E. E. degree. Entered automobile business in 1935 with Crosley Radio Corp.

SARVIS, IVAN X., exec. asst. to gen. mgr. of Chevrolet Motor Div. in charge of dealer relations since 1956. Born Rose Hill, Iowa. Entered automobile business in 1926 at Los Angeles with Chevrolet as representative.

SAUNDERS, M. A., asst. sales manager in chge. of the east of American Motors Corp. since 1956. Graduate of Det. Inst. of Tech. Entered automobile business in 1938 as secy. treas. and gen. mgr. of Dormont Buick Co., Pittsburgh.

SAFFORD, HERMON F., with Ohio Rubber Co., A Div. of The Eagle-Picher Co. as pres. since 1951. Dir. since 1949. Vice-pres. and Dir. of The Eagle-Picher Co. since 1953. Born Leominster, Mass., Aug. 19, 1894. Worcester Tech., M.I.T., B.S. Mech. Engrg. Entered automobile business in 1946 at Willoughby, O., with Ohio Rubber Co. as exec. vice-pres.

SALTARELLI, G. C., vice-pres. in chg. of operations of Houdaille Industries, Inc. since 1955. Born Brooklyn, N. Y., 1912. Univ. of Buffalo, B.S., LL.B. degrees. Entered automobile business in 1941 at Buffalo with Houdaille-Hershey Corp. as attorney.

SANDBERG, F. EMIL, with Ford Div., Ford Motor Co., as exec. engr., truck engrg. Born Sweden, July 14, 1898. Entered automobile business in 1925 at Highland Park, Mich., as machinist with Ford Motor Co.

SATTLER, HERMAN P., asst. gen. sales mgr. for comm'l. and truck operations of Chevrolet Motor Div. since 1956. Born Fort Thomas, Ky., Aug. 10, 1906. Entered automobile business as commercial body rep. for Chevrolet in Charleston, W. Va., in 1929.

SCALES, CHARLES M., dir. of prod. planning for Plymouth Div., Chrysler Corp., since June, 1955. Born Oct. 26, 1923, Macon, Miss. Alabama Polyt. Inst. M.E. degree, Chrysler Inst. of Eng. Joined Plymouth Jan., 1955, as staff engr.

SCALES, RICHARD K., with Ethyl Corp. as gen. mgr., Research Lab., Detroit, since 1954. Born Newark, N. J., Aug. 12, 1918. Cornell, Ch.B. degree. Entered automobile business in 1929 at Detroit with Ethyl Corp. as research chem.

SCHACH, HARVEY E., with Midland Steel Products Co. Sales mgr. Power Brake Div. since 1947. Born Cleveland, O., Apr. 15, 1901. East Tech. Entered automobile business in 1920 at Cleveland with Stearns Motor Co. as exp. engr.

SCHAEFER, HARRY W. mgr. of automotive dept. of John Bean Div. Food Machinery & Chemical Corp., since 1954. Born Davenport, Iowa, Dec. 15, 1915. Purdue Univ., B.S. degree. Entered automobile business in 1947 at South Bend as district sales mgr. of John Bean Div.

SCHAEFER, JOHN H., with Ethyl Corp. as vice-pres. chge. of mfg. dir since 1943. Born Buffalo, N. Y., Feb. 19, 1902. Univ. of Del., B.S., Mass. Inst. of Tech., M.S. Entered Ethyl Corp. in 1926.

SCHIPPER, J. EDWARD, owner, Schipper Assoc. Born Baltimore, Md. Grad. Webb Inst. of Naval Arch. and Marine Eng., B.S. Entered automobile industry at Detroit in 1928 as engrg. editor, Automotive Industries.

SCHMAL, A. H., general manager of Borg-Warner's Products Development Laboratory since 1954. Born Dec. 17, 1899. Rutgers Univ., engrg. degree. Entered automobile business in 1932 as sales engr. with SKF Industries, Inc.

SCHMIDT, ERNEST R., app. vice-pres., chge. of mfg. of Budd Co. Jan. 1, 1951. Exec. vice-pres. since Jan., 1955. Born Philadelphia, Pa., Nov. 12, 1895. Temple Univ. Entered automobile business in 1917 with Budd Co. as timekeeper.

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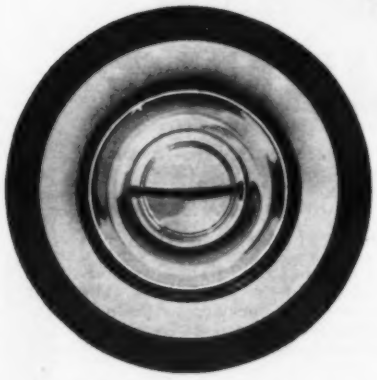
Lyon



Hub cap with donut disc

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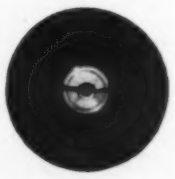
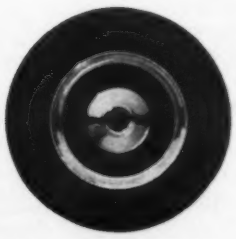
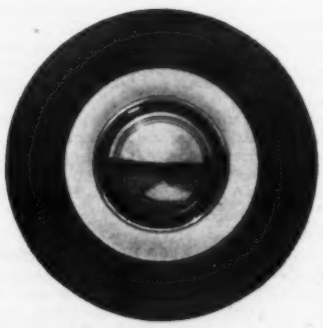


Hub cap



Hub cap with trim ring



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AUTOMOTIVE NEWS FAMILY ALBUM

SCHMIDT, WILLIAM M., with Chrysler Corp. as exec. stylist since 1957. Born Detroit, Mich., Aug. 23, 1921. Wayne Univ. Entered automobile business in 1941 with Ford Motor Co.

SCHULTHEIS, EVERETT M., with Clark Equipment Co. since 1936, as vice-pres. from 1947, as consultant to the pres. since 1956. Born Seymour, Ind., Aug. 4, 1893. Entered automobile business in 1908 at Indianapolis with Nordyke & Marmon Co. as shop apprentice.

SCOTT, WILL, mgr. of prod. planning office, Ford Div., since 1946. Univ. of Mich., B.A., M.B.A. degrees. Entered automobile business in 1948 as financial analyst with Ford Motor

SEANOR, JOHN M., dir. of sales of Kent-Moore Organization, Inc., since 1955. Born Greensburgh, Pa., Jan. 11, 1913. Northwestern Univ. Entered automobile business in 1937 at Chicago as serv. rep. for Alemite Div. of Stewart-Warner Corp.

SEEM, DONALD B. with Electric Auto-Lite Co. as vice-pres. and dir. of adv. since 1953. Born Starkey, N. Y., July 24, 1911. Univ. of Penn., A. B. Entered automobile business in 1947 at Toledo, O., with Electric Auto-Lite Co. as asst. adv. mgr.

SCHNEIDER, C. L., Fruehauf Trailer Co. as exec. vice-pres., fleet sales, since 1956. Born in Indianapolis, Ind., June 9, 1901. Univ. of Detroit, 1920. Entered automobile business at Detroit with Packard Motor Car Co. as draftsman.

SCHUMACHER, WILLIAM C., with International Harvester Co. as vice-pres., Motor Truck Div. since May, 1953. Born White Plains, N. Y., Feb. 27, 1898. Entered automobile business in 1917 at Jacksonville, Fla., with International Harvester Co.

SCULLY, FRANK P., with Scully Signal Co. as pres. since 1936. Born Boston, Mass., March 7, 1894. Mass. Inst. Tech., B.S., 1915. Entered automobile business in 1919 at Buffalo with Houdaille Co. as treas.

SEATON, MORGAN J., sales prom. mgr., Oldsmobile Div. Joined GM in 1930 and Oldsmobile in 1933 in sales prom. dept. Born in Detroit, Apr. 22, 1909. Educated Detroit public schools.

SEIBERLING, J. P. with Seiberling Rubber Co. as pres. since 1938. Chmn. of bd. since 1950. Born Akron, O., July 3, 1898. Princeton Univ., B.S. 1921; Univ. of Michigan Law Schl., LL.B. 1927. Entered automobile business in 1922 at Akron with Seiberling Rubber Co. as salesman.

SEIDEL, ROBERT K. with American Motors Corp. as American Motors Parts Div. mgr., since 1954. Born Linton, Ind., Dec. 18, 1902. Indiana Univ. Entered automobile business in 1922 at Indianapolis, Ind., with Nash Motors Co. Dist. as serv. mgr.

SEREGNY, JOSEPH J., adv. mgr., Lincoln Div., Ford Motor Co., since 1955. Born Detroit, Mich. Colgate Univ. B.A. degree. Entered automobile business in 1950 as cost analyst with Lincoln-Mercury Div.

SETTLE, BEN B., with Chrysler Corp. Training Center as mgr. prod. serv., research. Born Bowling Green, Ky. Nov. 16, 1897. Entered automobile business in 1916 with Dodge Bros. at final road tester.

SEYFFER, CHARLES J., with Ford Division, Ford Motor Company, as mgr. dealer relations, since 1953. Entered automobile business in 1914 at New York with Ford Motor Company as district sales manager.

SHALLBERG, GUSTAVUS A., with Borg-Warner as chmn. of exec. committee. Born Moline, Ill., 1876. Univ. Mich., LL.B. Entered automobile business in 1915 at Moline with Borg & Beck Co. as gen. counsel.

SHANKLIN, RICHARD W., director of dealer enterprise of Chrysler Corp. since March, 1954. Born Frankfort, Ind. Indiana and Butler Univ. Entered automobile business 1931 with Chevrolet Div., General Motors.

SHAW, EUGENE F. dir. of adm., group marketing, Chrysler Corp. Formerly asst. sales mgr.-organ., Dodge Div. Born New York, New York, July 5, 1910. Univ. of Detroit. Entered automobile business in 1933 as assembly line worker for Dodge.

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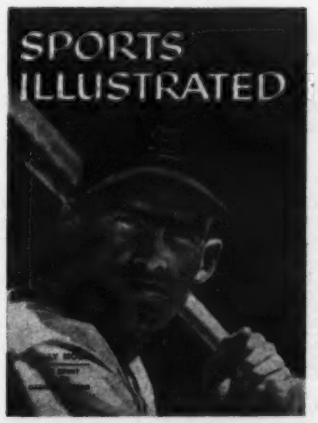

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AUTOMOTIVE NEWS FAMILY ALBUM

SHIELDS, JOHN H., with Superior Coach Corp., Lima, O., as pres. since 1948. Born Cridersville. Entered automobile business in 1925 at Lima, O., with Superior Coach Corp. as time study mgr.

SKINNER, SHERROD E., vice-pres. GM Corp. since 1942, now in charge of the accessories div. group. Born in New Britain, Conn., in 1896. Rensselaer Poly. Inst. Mech. Eng. Entered automobile business in 1930 at Detroit, Mich., with General Motors Corp. as chief engr., Ternstedt div.

SMITH, CHARLES J., with Monroe Auto Equipment Co. as dir. vice-pres. in charge of engrg. since 1945. Born in Sharon, Pa., in 1908. General Motors Inst. of Tech. Entered automobile business in 1930 at Detroit with Packard Motor Car Co. as exp. mech.

SMITH, GUY C., with Brooke, Smith, French & Dorrance, Inc., as secy.-treas. since 1917. Born Fall River, Kans., Oct. 11, 1890. Univ. of Kansas. Entered automobile business in 1919 in Detroit.

SMITH, LLOYD R., president of A. O. Smith Corp. since 1951. Born Milwaukee, Wisc. Oct. 13, 1920. Yale Univ. Entered automobile business in 1942 at Milwaukee on special assignments, A. O. Smith Corp.

SHIRLEY, C. H., with United States Rubber Co. as advertising manager, tire division. Born Newark, N. J., on Sept. 9, 1909. Colgate Univ., A. B. Entered rubber business in 1944 at New York with U. S. Tires, U. S. Rubber Co., as adv. asst.

SLOAN, ALFRED P., JR., with General Motors as honorary chmn. of bd. Born in New Haven, Conn., in 1875. Mass. Inst. Tech. B.S. in elec. engr. Entered automobile business in 1895 at Newark, N. J. with Hyatt Roller Bearing Co. as draftsman. With GM since 1918.

SMITH, D. NEVIN, vice-pres. and gen. mgr. of Automotive Div., Exide, Willard, Grant, Jordan, The Electric Storage Battery Co. Born Red Lion, Pa., 1909. Lafayette College, B.A. degree Entered automobile battery business in 1943 at Philadelphia with The Electric Storage Battery Co.

SMITH, J. THOMAS, with Detroit Harvester Co. as pres. since 1951. Born Arapaho, Okla., Nov. 19, 1905. Stetson U., LL.B. Entered automobile business in 1947 at Detroit with Detroit Harvester Co. as vice-pres. & gen. counsel.

SMITH, M. H., gen. sales mgr., replacement sales, of The Electric Auto-Lite Co., since 1955. Born Oxford, Neb. Sept. 23, 1912. Neb. Wesleyan Univ. Entered automobile business in 1935 with parts jobber; joined Auto-Lite as territory rep. in 1939.

SHUGG, RICHARD L., JR. With Dodge as Sales Promotion Manager since June, 1956. Born Cincinnati, Ohio, March 15, 1922. Entered auto business in 1947 as special equipment engineer at the Dodge Truck Plant.

SHUSTER, HENRY L., with Chrysler Corp. as midwestern area dir. of field operations—group marketing, since Nov. 1, 1956. Born July 3, 1918, in Philadelphia, Pa. Ursinus College. Joined Chrysler Corp. in 1947 as DeSoto dist. mgr. in Wilkes-Barre, Pa.

SIMONI, CLARENCE C., vice pres. sales corp. and gen. sales mgr., Packings and Friction Materials Div. of Johns - Manville Corp. since 1955. Born Boston, Mass., 1898. Fordham and Columbia Universities. Entered automobile business in 1936 at Johns-Manville Corp.

SINGER, RUSSELL E., with American Automobile Assn. as exec. vice-pres. since 1936. Entered American Automobile Assn. in 1924 in Washington, D. C., as asst. secy.

SINGLETON, WILLIAM D., gen. mfg. mgr. Lincoln Div., Ford Motor Co., since 1955. Born Dallas, Texas. Texas A&M College, M. E. degree. Entered automobile business in 1931 in Dallas as maintenance helper at Ford Motor Co.

SJOBERG, ROY H., vice-pres., dir. of sales of Divco Truck Div., Divco-Wayne Works, Inc. Born Badger, Minn., Sept. 17, 1904. Univ. of Minn., B.S.E.E. degree. Entered automobile business in 1938 at Philadelphia and New York as sales engr. at A.C.F. Brill Motor Co.

SKILLMAN, SYDNEY A., vice-pres. and gen. sales mgr. of Studebaker - Packard Corp. Entered automobile business in 1927 at Philadelphia in sales prom. at Studebaker Corp.

Typical Delco-Remy one-piece ignition contact set for external adjustment distributors, and its distinctive, moisture-proof foil-wrapped package.

AUTOMOTIVE NEWS FAMILY ALBUM

SNYDER, RAYMOND A., with Sealed Power Corp. as sales mgr., Original Equipt. Div., since 1948. Born Glenshaw, Pa., on Jan. 24, 1903. Entered automobile business in 1923 at Muskegon, Mich., with Sealed Power Corp. as production engineer.

SOHNGEN, LOUIS C., with The Las-Stik Mfg. Co. as pres. Born Hamilton, Ohio, Jan. 12, 1894. Univ. of Pa. Founded present business in 1915.

SOMMERVILLE, ROBERT L., with The Electric Storage Battery Co., Automotive Division, Exide, Willard, Grant, Jordan, as marketing consultant. Born Albany, N. Y., Sept. 4, 1894. Rensselaer Polytechnic Inst., elec. engrg. Entered automobile business in 1919 at New York City with The Electric Storage Battery Co.

SPEAKER, JOHN W., with J. W. Speaker Corp. as pres. founder and gen. mgr. since 1935. Born Vienna, Aus., June 25, 1903. Entered automobile business in 1935 at Milwaukee with J. W. Speaker Corp.

SPENCER, W. M., with Dodge as dir. of serv. since April, 1955. Joined Dodge in 1935 as customer service rep. Born Garland, Kansas, July 14, 1900. Entered auto business in 1922 as serv. mgr. for a Dodge dealer.

SOELCH, JOHN, with Studebaker - Packard Corp. as dir. of purch. since 1954. Born South Bend, Ind., on Jan. 29, 1900. South Bend Business Coll. Entered automobile business in 1924 with Studebaker Corp.

SOMERVILLE, R. C. with Chrysler Corp. as asst. to vice-pres. for dealer rel. since 1956. Born Decatur, Ill., Aug. 31, 1896. Chrysler Conf. of Business Management and Alexander Hamilton Inst. Entered automobile business in 1913 at Detroit, Mich., with Hudson Motor Car Co. as stock clerk.

SPATTA, GEORGE, with Clark Equipment Co. as pres. since 1945. Born New York City. Entered automobile business in 1927 with Clark Equipment Co. as production engineer.

SPENCER, GORDON Z., with Trico Products Corp. as sales - serv. mgr., replacement parts div. Born Buffalo, N.Y., Nov. 1, 1901. Colgate Coll., A.B. Entered automobile business in 1928 at Buffalo, N. Y., with Trico Products Corp. as serv. mgr.

STACK, J. WILLIAM, adv. mgr. of AC Spark Plug Div., General Motors Corp., since 1955. Born Lansing, Mich., July 13, 1918. Yale Univ., B.A. degree. Entered automobile business in 1945 at Lansing with Oldsmobile Div.

STALEY, KENNETH E. with Chevrolet Div. of GM Corp. as exec. asst. gen. sales mgr. since 1956. Born Western, Neb., Nov. 26, 1904. Univ. of Neb. Entered automobile business in 1926 as retail salesman and joined Chevrolet in 1929 as dis. rep. at Omaha office.

STANSBERRY, WARREN, with Anzick Manufacturing Company as partner. Born West Fork, Arkansas, July 17, 1907. Entered automobile business in 1927 with Dodge Bros. With the Budd Company 1928-1948.

STARR, BUEL E., with Pontiac Motor Div. as gen. mfg. mgr. since 1947. Born Aug. 5, 1899. Entered automobile business in 1927 with Pontiac.

STECKLING, ARNOLD W., chief engr. of Plymouth Div., Chrysler Corp., since Jan., 1957. Born Laurel, Nebr., Aug. 7, 1910. Univ. of Nebr. Joined Chrysler Corp. in 1936 as grad. student in Chrysler Institute of Engr.

STEDING, H. R., with Chrysler Corp. as exec. engr. - product programming since Jan. 1957. Born April 2, 1918, Kansas City, Mo. Univ. of Mich. Entered automotive business with the Chrysler Inst. of Engrg in 1940.

STELZL, HOWARD M., with Delco Radio Div., General Motors Corp., as dir. sales and engrg. since January, 1957. Born Dayton, Ohio, Feb. 14, 1911. Univ. of Dayton, B.S.E.E. degree. Entered automobile business in 1937 at Kokomo, Ind., with Delco Radio Div. as engr.

STEPHENSON, J. O., pres. Stephenson Industries, Inc., formerly J. O. Stephenson Foundry & Manufacturing Co. Born Orleans, Ind., July 7, 1910. Purdue and Ind. Univ. Entered automobile business in 1937 at Detroit.

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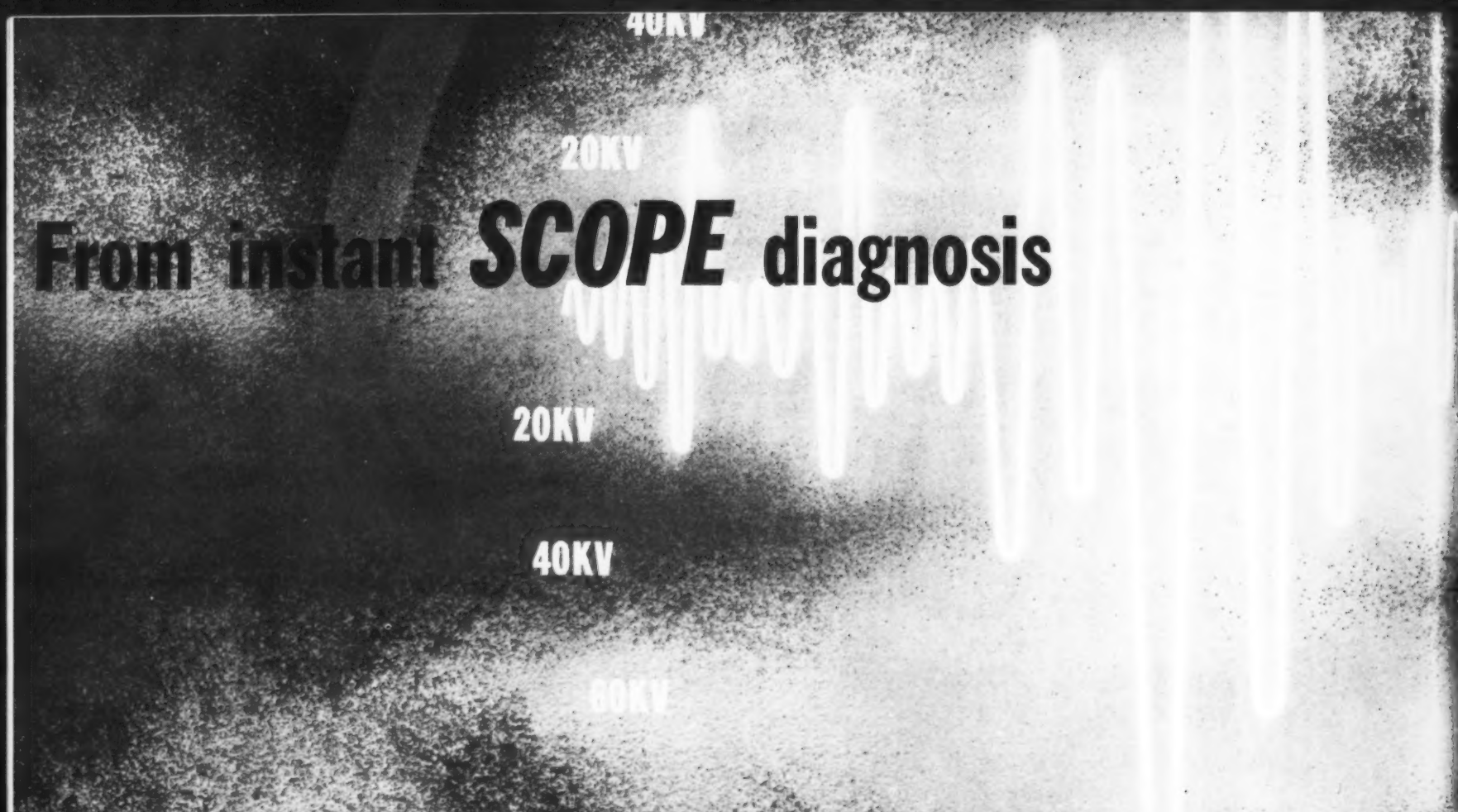

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AUTOMOTIVE NEWS FAMILY ALBUM

STERN, ARTHUR W., with Acme Quality Paints, Inc., as gen. sales mgr. refinishing sales since 1948. Born Morrison, Wis., Oct. 5, 1898. Entered automotive business in 1927 at Detroit with Acme as asst. sales mgr.

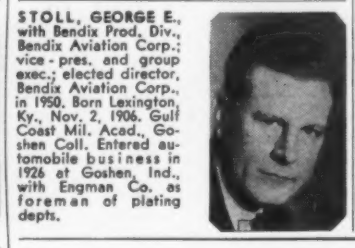
STOESSEL, RUDOLPH R., with Coachcraft Sales Corp. as president since 1952; with Coachcraft, Ltd. as secretary - treasurer since 1940. Born Germany, April 17, 1907. Apprenticeship served in German Coachwork, Master Craftsman, Germany, 1922. Entered automobile business in 1922 in Germany with Auer Karvesorie as wood-worker.

STOVER, G. H., with Dodge as mfg. mgr. - Car Operations since July, 1956. Joined Dodge in 1945 as adm. asst. to the prod. sup. Born Aug. 27, 1909, South Bend, Ind. Entered auto business in 1932 in Planning Dept., Chrysler Div.

STRANAHAN, R. A. SR., chmn of the bd. of Champion Spark Plug Co., since 1954. Founder and Pres. 1910-1954. Born Buffalo, N. Y., July 7, 1886. Harvard, A.B., 1908.

STRICKLAND, RUSSELL S., vice-pres. of sales and mktg. of Federal - Mogul - Bower Bearings, Inc. Born Detroit, Mich., 1917. Univ. of Mich. Entered automobile business in 1939 with Bower Roller Bearing Co.

STEVENS, BYRON F., Chmn. of the bd. of Hanson and Stevens, Inc. Born in Chicago, Ill., March 26, 1903. Northwestern Univ. B.S. degree. Entered automotive advertising business in 1932 at Chicago, with Van Auken, Ragland, Inc., as copywriter.



STOLL, GEORGE E., with Bendix Prod. Div.; Bendix Aviation Corp.; vice - pres. and group exec.; elected director, Bendix Aviation Corp., in 1950. Born Lexington, Ky., Nov. 2, 1906. Gulf Coast Mil. Acad., Goshen Coll. Entered automobile business in 1926 at Goshen, Ind., with Engman Co. as foreman of plating depts.

STRADELLA, CHARLES G., with General Motors Acceptance Corp. as pres. since 1954. Born North Tonawanda, N. Y., Jan. 29, 1898. Yale Univ., A.B. degree. Entered automobile business in 1919 at New York with General Motors Acceptance Corp.

STRANAHAN, ROBERT A., JR., pres. of Champion Spark Plug Co., since 1954. Born Toledo, O., Jan. 16, 1915. Entered automobile business in 1935 at Toledo with Champion Spark Plug Co.

STRICKLAND, SILAS A., with Bower Roller Bearing Co. as pres., 1932-1955, vice-chairman of the board of Federal-Mogul-Bower Bearings, Inc. since 1955. Born New Haven, Conn. Entered automobile business in 1910 in Detroit with Packard as engineer.

STEVENS, GEORGE T., dir. of sales of Bay Mfg. Div., Life Time Products Corp., since 1953. Born Framingham, Mass., Nov. 18, 1902. Dartmouth College, B.S. degree. Entered automobile business in 1953 at Youngstown, Ohio, in present capacity.

STEVENS, L. W., dir. of dealer development of American Motors Corp. since 1956. Born Chicago, Feb. 17, 1904. Bryant & Stratton Business Coll., Wichita Sales Training Coll. Entered automobile business in 1926 with National Bond and Investment Co.

STEVENSON, ROBERT, chief engr.-prod. engrg. office, engine and foundry, Ford Motor Co., since 1957. Born Belfast, Ireland, Aug. 27, 1914. Entered automobile business in 1934 as draftsman - designer with Ford Motor Co.

STEWART, L. E., Midwestern Div. sales mgr. of Nash Motors Div., American Motors Corp., since 1956. Born Macomb, Ill., Jan. 5, 1912. Univ. of Ill. Entered automobile business with Nash in 1946 as dist. mgr. in Chicago zone.

STICKEL, H. R. with White Motor Co. as mgr. fleet sales and asst. to pres. since 1952. Born Carlisle Springs, Pa. Joined Pa. State Highway Dept. in 1919 and named dir. Motor Vehicle Bureau in 1930.

STODDARD, HARRY G., with Wyman - Gordon Co. as chairman of the board since 1955. Entered automobile business in 1911 at Worcester, with Wyman - Gordon Co. as vice - pres. and gen. sales mgr.

STODDARD, ROBERT W., pres. of Wyman-Gordon Co. since 1955. Born Trenton, N. J. Jan. 22, 1906. Yale, PhB degree, Worcester Polytechnic Institute, hon. Dr. eng. Entered automobile business in 1929 at Worcester as lab. asst. at Wyman-Gordon Co.

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AUTOMOTIVE NEWS FAMILY ALBUM

STRNAD, JAMES J., with Lempco Products, Inc. as president since July, 1953. Born 1925. Massachusetts Institute of Technology, B.S.E. degree. University School. Entered automobile business in 1946 at Bedford, Ohio, with Lempco Products, Inc. as chief engineer.

SULLIVAN, RAY H., with Ford Motor Co. as group vice-pres. Born Stonington, Conn. Brooklyn Polytechnic Inst. Entered automobile business in 1923 with Ternstedt as consulting engr.

SUTTER, FREDERICK M., pres. of National Automobile Dealers Assoc., 1957; pres. F. M. Sutter, Inc. Born Pittsburgh, Penn., June 24, 1897. Univ. of Mich., A.B. degree. Entered automobile business in 1920 at Detroit in sales distr. dept. of Dodge Bros.

TALLBERG, VALENTINE Y., with Ford Motor Co., Engineering Staff, as executive assistant to the vice-pres.—engineering, since 1955. Born Sweden, June 12, 1901. Technical Institute at Sala, Sweden, Mechanical Engineering. Entered automobile business in 1922 at Detroit as draftsman for GM Ternstedt Division.

TAYLOR, HANLEY, pres. of The Carlife Guaranty Co. since 1932. Born Detroit, Mich., Oct. 31, 1909. Univ. of Detroit. Entered automobile business in 1930 at Detroit as vice-pres. of G. M. Taylor, Inc.

STROUSE, NORMAN H., pres. of J. Walter Thompson Co. since 1955. Born Olympia, Wash., Nov. 4, 1906. Entered automobile business in 1945 at Detroit with J. Walter Thompson Co. as account rep.

SUTHERLEN, V. H., gen. sales mgr. of Oldsmobile Div. since 1956. Born Fullerton, Calif., Oct. 2, 1914. Univ. of Calif. Entered automobile business in 1936 at Los Angeles with Oldsmobile Div.

SWAIN, ROBERT O., with International Road Federation as exec. dir. since 1948. Born Clinton, Conn. Entered highway transportation field in 1933 with the Texas Highway Dept.

TAYLOR, ELLIOTT, with Pacific Finance Corp. as vice-president and assistant to the president since March, 1954. Born Chicago, Ill., Aug. 8, 1912. Harvard A.B. Entered automobile business in 1934 in Boston, Mass., with International Harvester Co. (Truck Div.) as advertising man.

TAYLOR, HAROLD M., with Firestone Tire & Rubber Co. as vice-pres., mfrs. sales since Jan. 1953. Born Denver, Colo., 1895. Public business college. Entered automobile business in 1915 at Detroit.

TAYLOR, REESE H., with Union Oil Co. of Calif. as pres. since October, 1938. Born Los Angeles, Calif., July 6, 1900. Public schools, Cornell Univ., Univ. of Calif. Entered steel business in 1921 with Llewellyn Iron Works.

TAYLOR, SYDNEY W., vice-president in chge. of engineering, Willys Motors, Inc., since 1954. Born Batoun, Russia, 1906. Entered automobile business in 1947 as general manager of the Kaiser-Frazer Dowagiac Foundry Division.

TEETOR, DANIEL C., with Perfect Circle since 1928. Vice-pres. since 1943. Born Indianapolis, Ind., 1884. Entered automobile business in 1903 with Marion Motor Car Co. as car tester, contest driver and traveling trouble-shooter.

TEETOR, DON H., with Perfect Circle as vice-pres. chge. of sales since 1944. Born Hagerstown, Ind., 1903. Pomona Coll., Univ. of Illinois, A.B. degree. Entered automobile business in 1926 at Hagerstown with Perfect Circle in inventory dept.

TEETOR, HERMAN C., with Perfect Circle as dir. of adv. since 1955. Born Hagerstown, Ind., 1905. High school. Univ. of Illinois, A.B. Entered automobile business in 1927 with Perfect Circle, handling special assignments in sales.

TEETOR, LOTHAIR, with Perfect Circle as chmn. of board since 1946. Asst. Secy. of Commerce Domestic Affairs Oct. 6, 1953 to Nov. 25, 1955. Born Hagerstown, Ind., 1897. Pomona Coll., Univ. of Wisconsin, Phi Delta Theta fraternity. Entered automobile parts business in 1920 at Hagerstown with present company.

TEETOR, RALPH R., with Perfect Circle as pres. since 1946. Born Hagerstown, Ind., Aug. 17, 1890. Univ. of Pa., B.S. in M.E., M.E. Entered automobile business in 1913 in Hagerstown, Ind., with Light Inspection Car Co. as mfr. of engines and piston rings.

How to Control Corrosion on Bare Aluminum

Corrosion is a real threat to aluminum, especially to the higher strength alloys. It can be controlled by using a chemical surface treatment, with results as dramatically effective as those shown in the illustrations at the right.

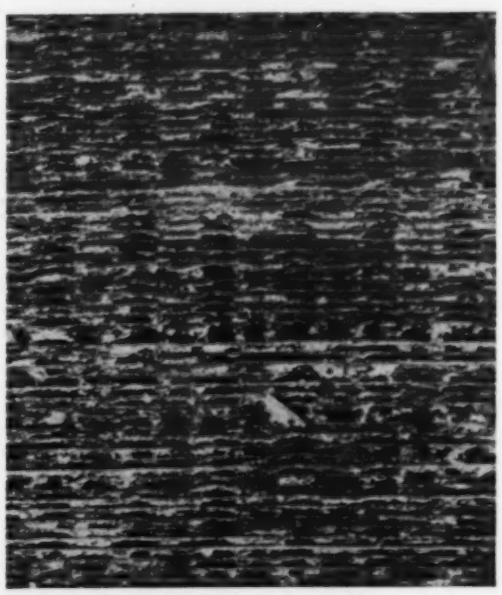
The corrosion protection is effected by Bonderite 710 or 720, applied by spray, immersion, or brush-on methods. A thin, iridescent coating, light to golden brown depending on the alloy treated, covers all surfaces of the aluminum and protects it against corrosion.

The coating produced by Bonderite is integral with the metal itself. It is flexible and can withstand moderate draws without difficulty. Arc and spot welding fabrication methods need not be changed, because the coating conducts electricity. It has good resistance to bimetallic and galvanic corrosion. Sheets, castings, forgings, extruded and rolled structural forms may be treated.

Bonderite 710 and 720 solutions are sludgeless, easily controlled, uniform in results.

These treatments may be used to increase the durability of paint finishes with equally outstanding effectiveness.

The Parker man in your territory has valuable experience to share with you in treating aluminum and its alloys. A letter or phone call will bring him to you.



UNTREATED—Unretouched photo of section of aluminum heat exchanger after 1150 hours in salt spray. Note corrosion.

BONDERITE-TREATED—Unretouched photo of section of identical aluminum heat exchanger after 1150 hours in salt spray. Note absence of corrosion.

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AUTOMOTIVE NEWS FAMILY ALBUM

TEIPER, RICHARD B., dir. of service of Chrysler Div., Chrysler Corp., since 1954. Born Detroit, Mich., 1919. Univ. of Detroit, B.E. degree. Entered automobile business in 1942 at Detroit with Chrysler Corp.

THORESON, W. H., dir. of automotive export of American Motors Corp. since 1956. Born in Norway, June 23, 1900. General Motors Institute in Norway and New York University. Entered automobile business in 1919 in Norway with Buick Motor Div.

TILLINGHAST, C. M., gen. parts and serv. mgr. of American Motors Corp., since 1955. Born Fayetteville, N. C. Sept. 14, 1914. Entered automobile business in 1934 as parts mgr. of M & O Chevrolet Co., Fayetteville, N. C.

TISCORNIA, JAMES W., with Auto Specialties Mfg. Co. as president and general mgr. since 1908. Born San Andreas, Calif., Nov. 16, 1885. Entered automobile business in 1908 at Chicago with Auto Specialties Mfg. Co. as co-founder.

TOBIN, P. E., vice-pres. of sales of White Motor Co. since 1956. Born Middletown, Ohio, 1903. Indiana Univ., B. A. degree. Entered automobile business in 1927 as wholesale salesman for Goodrich Tire & Rubber Co.

TELFORD, ROBERT J., vice-president and gen. manager of Fruehauf Trailer Co. of Canada, Ltd., since 1955. Born Belfast, Ireland, June 29, 1902. High school. Entered automobile business in 1921 with General Motors at Oshawa as export insp.

THOURLBY, W. H., vice-president of sales of Standard Products Co. Born 1896. Entered automobile business in 1939 as Washington representative of Stand-Products Company.

TIMPY, JACK J., vice-pres. of American Motors Corp. since 1954. Born Ludington, Mich., Jan. 4, 1897. LaSalle Extension Univ. Joined Kelvinator Corp. in 1922 in accounting dept. Named comptroller in 1922.

TISCORNIA, WALDO V., with Auto Specialties Mfg. Co. as exec. vice-pres. and asst. gen. mgr. since 1917. Born San Andraes, Calif., March 25, 1892. Entered automobile business in 1917 at St. Joseph, Mich., with Auto Specialties Mfg. Co. as asst. gen. mgr.

TODGHAM, RON W., with Chrysler Corp. as pres. of Canada, Ltd., since July, 1956. Born in Toronto, Ont., 1910. B.A., Univ. of Mich. Entered automotive field as member of Dodge-DeSoto sales div.

TERRY, M. B. Pres., American Brakeblok Div., American Brake Shoe Co. dir. Dominion Brake Shoe Co., Ltd., Societe Anonyme Fadil, Brake Shoe de Mexico, S. A. Born Brooklyn, N. Y. Nov. 20, 1905. Entered automotive parts business, New York City, 1926.

THOMAS, DAVID O., with Bendix - Westinghouse Auto Air Brake Co. as president since 1942. Born Johnstown, Pa., Nov. 22, 1882. High school. Entered automobile business in 1909 at Sharon, Pa., with Driggs - Seabury Ordnance Corp. as shop clerk.

THOMAS, EDWIN J., with Goodyear Tire 1916, pres. since 1940, and chief exec. officer, 1956. Born Akron, O., April 27, 1899. Akron Univ.

THOMAS, ROBERT M., with Perfect Circle as sales staff consultant since 1957. Born Pittsburgh, Pa., 1899. Cornell Univ. and Carnegie Inst. of Technology. Entered automobile business in 1932 in Hagerstown, Ind., with Perfect Circle as secy. and gen. mgr. of Perfect Circle Co., Ltd.

THOMPSON, IRVINE W., asst. gen. sales mgr. of Chevrolet Div. parts and acces., merchandising and warehousing. Born Baltimore Md., May 29, 1899. One year college. Entered automobile business in 1919 in Baltimore, Md., with Chevrolet Motor Div. as mechanic.

THOMPSON, ROSS E., asst. sales mgr. of Pontiac Motor Div. since 1955. Born Ashland, Neb., July 15, 1908. Entered automobile business in 1930 with General Motors Corp.

THOMSON, A. C., with Dodge as adv. mgr. since April, 1956. Joined Dodge in July, 1955 as Co-op Advertising Manager. Born July 13, 1925, Cadillac, Mich. Entered auto business in 1950 as Asst. Media Sup. with Kenyon and Eckhardt, Inc.

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THERE'S a big change in cars. The auto industry spent close to $1 billion to make the new 1957 models faster, lower, safer. To meet the big change in cars, the Timken Company launched a whole new concept in bearing design, manufacture and supply in the world's most advanced bearing factory. It's the Moto-Mated Way —mated to your industry's needs.

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AUTOMOTIVE NEWS FAMILY ALBUM

TOMLINSON, EMMETT F., with The B. F. Goodrich Co. as pres. since 1956. Born Newark, O., March 14, 1906. Ohio State Univ. Entered automobile business in 1927 at Akron with The B. F. Goodrich Co. as salesman.

TOMPKINS, S. J., chief engr.—truck operations of Dodge Div., Chrysler Corp., since Dec., 1955. Born Ravena, N. Y., Oct. 23, 1914. Entered automobile business in 1937 as student engr. for Chrysler Corp.

TRACY, A. E. Eastern Div. sales manager of American Motors Corp., since 1956. Born Natick, Mass. June 25, 1913. Bryant - Stratton Business College, Boston. Entered automobile industry in 1931 as retail car salesman.

TRESE, R. H., with Timken-Detroit Axle Div. since 1918 and as vice-pres. since 1940. Born 1897. Entered automobile business in 1916 at Jackson, Mich., with Jackson Automobile Co. in sales and adv. dept.

TRICHEL, G. W., with Chrysler Corp. as pres. of Amplex div. since May, 1956. Born Sept. 10, 1898, Trichel, La. Mass. Inst. of Tech., Univ. of Calif. Entered automotive business with Chrysler in 1946 as special advisor on defense contracts.

TOMLINSON, W. L., with Pittsburgh Plate Glass Co. as manager automotive glass sales since 1949. Born Oakmont Pennsylvania, Sept. 17, 1907. Carnegie Institute of Technology. Entered automobile business in 1928 with Pittsburgh Plate Glass Company.

TOOKER, JOHN C., with Reo Motors, Inc., as president since Jan., 1955. Born in Detroit, Mich., July 8, 1906. Mich. St. Coll. Entered automobile business in 1924 at Lansing, Mich., with Reo Motors, Inc., in factory.

TRAINER, J. E., with The Firestone Tire & Rubber Company as Executive vice-president since Jan., 1954. Born in New York City September 16, 1895. Graduated from Pratt Institute, Electrical Engineering. Entered rubber business in 1939 at Akron, Ohio, with The Firestone Tire & Rubber Company.

TRIANTAFILLU, HARRY, D., H. D. T. Company Factors, Inc., pres. since 1948 (owner since 1927). Born in Greece, Feb. 10, 1895. Theological college. Entered automobile business in 1927 at White Plains, N. Y. with own company to mfr. Blue Coral.

TROENDLY, HARRY P., with Spring Div. Borg-Warner Corp., Bellwood, Ill., as pres. and gen. mgr. since 1953. Born McCook, Neb., Sept. 21, 1897. Univ. of Neb., B.S. of M.E. Entered automobile business in 1923 at Chicago, Ill., with William D. Gibson Co. as research engr.

TROUT, CHARLES W., with Henney Motor Co., Inc. as vice-pres. and dir. of sales since 1943. Born White Oak, Pa., Oct. 16, 1900. Syracuse Univ. B. S. degree. Entered automobile business in 1943 at Canastota, N. Y., with Oneida Ltd., School Bus Sales Div., as dir. of sales.

TWELLS, ROBERT, vice-president, Spark Plug Div. of The Electric Auto-Lite Co., since 1948. Born Independence, O. Univ. of Illinois, B.S. in ceramic engineering. Entered automobile business in 1921; joined Auto-Lite in 1935 to manage spark plug plant in Fostoria, O.

TYNAN, THOMAS G., sales mgr. of Exide Automotive Div., The Electric Storage Battery Co. Born New York, N. Y. Feb. 8, 1897. Cooper Union, E. E. degree. Entered automobile business in 1920 at New York with The Electric Storage Battery Co.

ULLMAN, WILLIAM, with Automotive News as Washington editor since 1933. Born St. Joseph, Mo., Oct. 30, 1882. Portland, Ore., Univ. Entered automobile business in 1912 at Washington, D. C., with The Washington Herald as automobile editor.

ULMER, TED, vice-pres. in charge of sales and advertising of The AP Parts Corp. since 1954. Born Toledo, O., Sept. 24, 1915. Univ. of Toledo. BBA degree. Entered automobile business in 1937 at Toledo as a salesman.

ULRICH, WILLIAM J., vice-pres. of The Carborundum Co. and dir. of Detroit Gasket and Mfg. Co. Born Jan. 11, 1893. Entered automobile business as supplier in 1918.

UMSTATTD, WILLIAM E., pres. of Timken Roller Bearing Co. since 1934. Born Bristol, Tenn., 1894. Entered automobile business in 1919 at Canton with the Timken Roller Bearing Co.

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How's your shop fixed for '57?

The car dealers who will be smiling this time next year—as they reflect on their 1957 service operations—are those who used the tools and equipment it takes to do service work fast and right.

Today's more complicated mechanisms—like transmissions, engines, and rear axles—demand tools that make it possible for your mechanics to "make the flat rate" or beat it. The recognition of this need by progressive car dealer managements partially explains why Kent-Moore Rate-Maker Service Tools and Tool Sets have attained their widespread popularity. Over 30 years of experience in research, development, and testing—working in cooperation with car manufacturers—explains why more car dealers use these tools than any others.

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"I'm an insurance branch manager. I bought a house three years ago, out in the suburbs where I live with Mrs. G. and our three daughters. Three daughters are expensive. Especially the oldest one. She drives the suburban we bought last year. Great car for kids. We all like good things. And one of them you ought to know about.

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"We figure it this way. The TIMES gives us *all the news*. Local news is important in my business. Our oldest girl clips current events... Washington, London and Moscow. That's her "A" subject. My wife and I are Tiger rooters, so Joe Falls gets a double reading.

"The girls keep up with Abigail Van Buren, she writes that Dear Abby, teen-age love stuff. (Their mother reads it, too, to sort of keep up with what's going on.) Guess all of us read Vera Brown, our local Dorothy Kilgallen...her column is in the TIMES, too, and a lot of other famous columnists.

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One million families live in the Detroit retail trading area and their retail purchases amount to *five billion dollars* annually.

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Detroit Times

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AUTOMOTIVE NEWS FAMILY ALBUM

URBAN, FRANK M., with United States Rubber Co. as sales mgr., automotive sales, Mechanical Goods Div. Born Chicago, Ill., Dec. 9, 1902. Northwestern Univ. Entered rubber business in 1929 at Chicago with U. S. Rubber as salesman.

VALK, ROBERT E., vice-pres. and group exec. in charge of the Wire and Cable and Foundry Divs. of The Electric Auto-Lite Co. Born Muskegon, Mich., Aug. 21, 1914. Univ. of Mich. Entered automotive industry 1956 as adm. asst. to Auto-Lite vice-pres. in chg. of prod.

VAN BENSCHOTEN, JOHN, with John Van Benschoten, Inc., as pres. since 1900. Born Lagrangeville, N. Y. in 1870. Eastman Coll. Entered automobile business in 1900 at Poughkeepsie, N. Y. with John Van Benschoten, Inc.

VanDERZEE, NORMAN K., asst. gen. sales mgr. marketing, Edsel Div., Ford Motor Co., since 1957. Born Jersey City, N. J., June 29, 1898. Entered automobile business in 1916 in New York with Chevrolet Motor Co.

VAUGHAN, HAROLD G., with Muskegon Piston Ring Co. as pres. since Aug., 1953, vice-pres. since 1927. Born in Michigan, 1900. High school. Entered automobile business in 1920 at Muskegon with Sealed Power Corp. as tool and die maker.

UTLEY, ROY W., with DeSoto Div. of Chrysler Corp. as dir. of service since 1944. Born Raleigh, N. C., 1894. High school. Entered automobile business in 1914 in North Carolina with C. A. Payne as mech.

VALPEY, F. RUSS, with Standard Products Co. senior vice-pres. since 1940. Born in Detroit, 1889. High school. Entered automobile business in 1914 at New York with Willys-Overland Co. as factory rep.

VAN COTT, CLARENCE E., adv. and sales prom. mgr. of Reo Motors, Inc., since 1955. Born Saskatchewan, Canada, Oct. 9, 1921. Mich. State Univ. Entered automobile business in 1947 at Lansing in personnel dept. of Reo Motors, Inc.

VAN TASSEL, JOHN B., with Automotive News as Dealer Business columnist since 1946. Born in Niagara Falls, N. Y. Entered automobile business in 1926 at Detroit with Packard Motor Car Co. as field analyst.

VILA, GEORGE R., vice-pres. and gen. mgr. of the Naugatuck Chemical Div., U. S. Rubber Co. Born Philadelphia, Pa., 1909. Wesleyan Univ., Mass. Inst. of Technology, M.S. degree. Entered rubber business in 1936 with U. S. Rubber Co.

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GENERAL MOTORS ACCEPTANCE CORPORATION

VON ROSEN, JOHN, with Chrysler Corp. as dir. of plant engrg. since May 1, 1952. Born Jan. 12, 1910, Chicago, Ill. Univ. of Detroit, Univ. of Mich. Entered automotive field in 1931 as body draftsman for Briggs Mfg. Co.

WADE, AUGUSTUS S., gen. sales mgr. of the Original Equip. Div. (Fort Wayne) of The Weatherhead Co. since 1955. Born Cleveland, Ohio, 1904. LaFayette College. Entered automobile business in 1929 at Cleveland in the production dept. of The Weatherhead Co.

WAGSTAFF, JAMES B., with DeSoto Div. of Chrysler Corp. as vice-pres. in chge. of sales since 1946. Born Ethridge, Tenn., June 4, 1896. Georgetown Univ. Law Sch., LL.B. degree. Entered automobile business in 1915 at Washington, D. C., with Harper - Overland Co. as parts clerk.

WALBERT, DAVID E., vice-pres. of Midland Steel Products Co. since 1956. Born Allentown, Pa., 1909. Lehigh Univ., B.S. in E.E. degree. Entered automobile business in 1953 at Detroit as asst. div. mgr. of Murray Corp. of America.

WALKER, EDWIN H., pres. of General Motors of Canada, Ltd., since 1957. Born Hamilton, Ont., April 27, 1909. G.M. Institute, B.I.E. degree. Entered automobile business in 1929 with McKinnon Industries.

WALKER, GEORGE W., vice-pres. and director of styling, Ford Motor Co., since May, 1955. Born Chicago, Ill., May 22, 1896. Sch. of Art; Otis Inst. of Los Angeles; John Huntington Poly. sch. Entered automobile business in 1929 at Detroit, Mich., as industrial designer.

WALKER, GORDON L., mgr. of indus. rel. of Mercury Div., Ford Motor Co., since 1954. Born Burgaw, N. C., Oct. 1, 1913. Entered automobile business in 1945 at Dearborn, Mich., with Ford Motor Co. as mgr. of planning and analysis dept. of ind. rel. staff.

AUTOMOTIVE NEWS FAMILY ALBUM

WALKER, THEODORE F., with Kent-Moore Organization, Inc., as exec. vice-pres. since 1955. Born Bloomfield, Ind., Oct. 14, 1911. High sch. Purdue Univ., B.S., M.E. Entered automobile business in 1933 in Flint with Buick as tool designer.

WALKER, WILLIAM M. JR., with United Motors Service Div., General Motors Corp. as operations dir. since Jan., 1956. Born Detroit, Mich., 1907. Georgetown Univ., Univ. of Detroit. Entered automobile business in 1944 in Detroit with General Motors Corp.

WALL, SAMUEL J., gen. sales mgr. of Mo-Par Parts Div., Chrysler Corp., since 1954. Born Chelsea, Mass., Dec. 14, 1907. Entered automobile business in 1934 at Boston as correspondent for Chrysler Corp. Motor Parts Div.

WALLACE, ROBERT C., with Diamond T Motor Car Co. as chief engr. since 1955; as vice-pres. since 1956. Born Chicago, Ill., June 8, 1903. Lake Forest Acad. and Mass. Inst. of Tech. Entered automobile business in 1927 at Indianapolis, Ind., with Stutz Motor Car Co. in serv. dept.

WALWORTH, WM. M., with Reo Motors, Inc., as vice-pres. in chge. engrg. since 1948. Born Lawrence, Mass., Mar. 19, 1904. Mass. Inst. of Tech., B.E. Entered automobile business in 1927 at Lansing, Mich., with Reo Motor Car Co. as lab. engr.

WANGERS, JAMES, sales prom. mgr., Plymouth Div., Chrysler Corp., since Nov., 1956. Born Chicago, Ill., June 26, 1926. Associated with Esquire Mag. and Chicago Daily News in promotional capacities prior to joining Chrysler Corp. in 1955 with Dodge sales prom.

WARD, EARL G., dir. of purchasing, Ford Motor Co. since Jan., 1956. Born Arlington, Ill. Entered automobile business in 1948 at Dearborn, Mich., with Ford Div.

WARNER, JOHN A. C., with Society of Automotive Engineers, Inc., as secy. and gen. mgr. since 1930. Born Putnam, Conn., July 12, 1893. Worcester Polytechnic Inst., B.S. and Hon. Dr. Engr. in Mech. Sigma Xi Tau Beta Pi. Entered automobile industry in 1917 with U. S. Bureau of Standards as lab. research asst.

WARNOCK, C. GAYLE, pub. rel. mgr. of Edsel Div., Ford Motor Co., since 1957. Born Converse, Ind. Univ. of Ind. Entered automobile business in 1947 with pub. rel. office at Ford Motor Co.

WARREN, KENNETH W., with Federal Mogul Div. Federal-Mogul-Bower Bearings, Inc. Born Newark, N. J., June 13, 1902. Stevens Inst. of Tech., M.E. Entered automobile business in 1926 at Detroit, Mich., with Continental Motors Corp. as engr.

WATERFALL, THORNTON E., with MoPar Parts Div., Chrysler Corp. as pres. since 1954. Born Detroit, March 2, 1904. Univ. of Mich., B.A. degree. Entered automobile business in 1926 at Springfield, O., as pres. of own (Dodge) dealership.

WATSON, CHARLES A., gen. sales mgr. of Willys Motors, Inc. Born New Haven, Conn. Duke Univ. Entered automobile business in 1940 with Hudson Motor Car Co.

WATSON, JAMES W., sales mgr. of Metropolitans, American Motors Corp., since March, 1956. Born Marietta, O. Wharton Sch. of Univ. of Pa. Entered automobile business in Mich. and Ind. with Franklin Automobile Co. as serv. rep.

WEATHERHEAD, ALBERT J., JR., with The Weatherhead Co. as pres. Born Cleveland, O., June 21, 1892. Harvard Univ. Founded The Weatherhead Co. in 1919.

WEAVER, IRA A., pres. of Weaver Mfg. Co. since 1910. Born Rising Sun, Iowa. Entered automobile business in 1911 at Springfield, Ill., in present capacity.

WEBB, FRANK, Frank Webb Associates. Born Ypsilanti, Mich., Univ. of Mich., A.B. Entered automobile business in Kalamazoo, Mich., as adv. mgr., Roamer Motor Car Co.

WEBBER, RICHARD L., business and adv. mgr. of Automotive News since 1955. Born Detroit, Mich., Dec. 15, 1922. Entered automobile business in 1945 at Detroit as adv. salesman for Automotive News.

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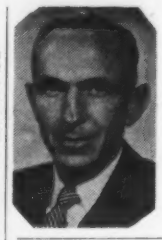
AUTOMOTIVE NEWS FAMILY ALBUM

WECKLER, HERMAN L., with Clevite Corp. as vice-pres. since 1953, and dir. since 1954. Born Pittsburgh, Pa., Aug. 31, 1888. Univ. of Pittsburgh, Carnegie Tech. Entered automobile business in 1912 with Buick Motor Car Co. Vice-pres. and gen. mgr., Chrysler Corp., 1940-1953.

WEED, JACK C., with Automotive News as truck and service editor since 1933. Born in Detroit, March 25, 1891. Pratt Inst. Entered automobile business in 1909 at Pontiac, Mich., with Oakland Motor Car Co. as tester.

WELLOCK, E. S., since 1949 mgr. of Chevrolet mfg. plants. Born Harbor Beach, Mich., 1898. Graduated mech. engr. Univ. of Mich., 1920. Joined Chevrolet 1923 as draftsman in standards dept., central office staff.



WELTY, MALCOLM W., mgr. of ind. rel. of Ford Div. since 1950. Born Wamego, Kans. Univ. of Kans., B.A. degree. Entered automobile business with Phillips Petroleum Co.

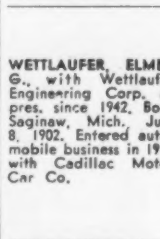
WERNER, CALVIN J., gen. mgr. of Moraine Products Div., General Motors Corp., since Jan., 1955. Born Dayton, O., Aug. 27, 1907. Univ. of Cinn., E.E. degree. Entered automobile business in 1923 at Dayton as apprentice at Dayton Engineering Laboratories Co.

WEED, FREDERICK G., with Rinshed-Mason Co. as pres. since May, 1946. Born in Norwalk, Conn., Mar. 4, 1896. Valparaiso Univ., B.S. Entered automobile business in 1920 at Detroit, Mich., with Dodge Bros. as chemist.

WEEMHOFF, JAY, with Collins & Aikman Corp. as mgr. of auto. div. Born Grand Rapids, Mich., Feb. 17, 1896. High school and bus. college. Entered automobile business in 1919 at Detroit with Fisher Body Corp. in pur. dept.

WELLS, EDWARD H., vice-pres. sales corp. and merch. mgr., Packings and Friction Materials Div. of Johns-Manville Corp. since 1955. Born Worcester, Mass., 1904. M.I.T., M.E. degree. Entered automobile business in 1928 with Johns-Manville Corp.

WEMHOFF, BERNARD J. (Pete), with Automotive News as editor since 1944; gen. mgr. since 1955. Born Decatur, Ind., Dec. 31, 1910. Univ. of Detroit, B.S. Entered automobile business at Detroit with Automotive News in 1936 as reporter.



WETTLAUFER, ELMER G., with Wettlaufer Engineering Corp. as pres. since 1942. Born Saginaw, Mich., July 8, 1902. Entered automobile business in 1919 with Cadillac Motor Car Co.

WETTLAUFER, HERBERT J., with Wettlaufer Engrg. Corp. as admin. vice-pres. since 1953. Born Saginaw, Mich., Mar. 21, 1904. Univ. of Mich. Entered automobile business in 1953 at Detroit with Wettlaufer Engrg. Corp. as vice-pres.

WEYBURNE, FREDERIC C., with Marshall Eclipse Div., Bendix Aviation Corp. as gen. mgr. since 1943. Gen. mgr. of Bendix-Skinner Filter Div. since 1956. Born Chicago, Ill., on May 20, 1902. Dartmouth College. Entered automobile business in 1926 at South Bend, Ind., with Bendix Brake Co. as mechanic.

WHEATLEY, JAMES A., JR., with Grey-Rock Div. Raybestos-Manhattan, Inc. as sales mgr. repl. products since 1948. Born Baltimore, Md., Sept. 21, 1892. Entered automobile business in 1919 at Philadelphia with Thermoid Rubber Co. as salesman.

WHEATON, FLOYD L., with Bendix-Westinghouse Automotive Air Brake Co. as gen. sales mgr. since 1952. Born Greenville, Pa., on Dec. 13, 1894. High school. Entered automobile business in 1916 with Scripps-Booth Corp.

WHITE, H. KIRK, vice-pres. and director of Mitchell-Bentley Corp. Born Owosso, Mich., March 19, 1893. Univ. of Mich. Entered automobile business in 1950 with Ionia Mfg. Co. as vice-pres. and director.

WHITE, JACK P., dir. of pub. rel., Oldsmobile Div., since 1957. Born in St. Catherines, Ont., Nov. 3, 1910.

WHITMER, ARTHUR D., gen. mfg. mgr., Studebaker-Packard Corp. Born South Bend, Ind., Oct. 6, 1900. Entered automobile business in 1919 with Studebaker.

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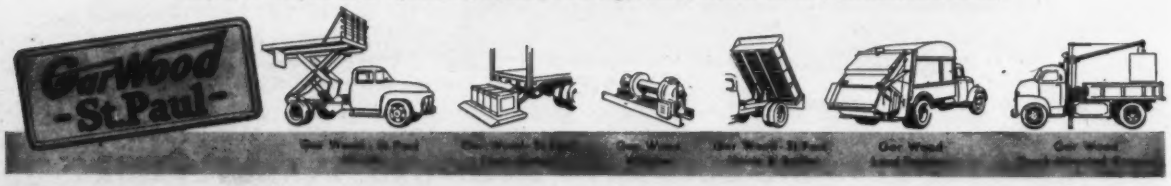


AUTOMOTIVE NEWS FAMILY ALBUM

WHITNEY, MAURICE P., with Eclipse Mach. Div. Bendix Aviation Corp. as gen. mgr. since Dec. 1, 1945. Born Seneca Castle, N. Y., Feb. 22, 1896. Syracuse Univ., Coll. of Applied Sci., M.E. degree. Entered automobile business in 1919 at Elmira, N. Y., with Eclipse Mach. Co. as engineer.

WILSON, GLENN D., with Buick Motor Div. as dir. of merch. Born Akron, Mich., Jan. 27, 1909. Grad. of Albion Coll. Entered automobile business as a retail salesman at Owosso, Mich., in 1936. Has held positions of retail store mgr. and zone mgr. with Buick Motor Div.

WILSON, STEVEN B., with Fram Corp. as pres. 1929-1942, 1944-1954; chmn. of bd. since 1942. Born Washington, D. C., Dec. 12, 1890. Univ. of Mich., George Washington Univ. Entered automobile business in 1920 at Detroit with McCord Radiator Co. as asst. sales mgr.

WILSON, WALLACE E., gen. mgr. of Rochester Products Div., General Motors Corp. since 1956. Born Lansing, Mich., Oct. 25, 1911. Univ. of Mich., B.S. degree. Entered automobile business in 1936 in Lansing with Oldsmobile Div. of General Motors.

WINE, LYMAN A., vice-pres. and dir. Electric Auto-Lite Co.; dir. Canadian Motor Lamp, Ltd. Born Marion, Ind., July 30, 1895. Grad. Ohio State Univ. Sch. Aeronautics. Entered automobile business in 1919 as salesman for C. M. Hall Lamp Co.

WICHERT, JAMES L., dir. of adv. and sales prom., DeSoto Div., Chrysler Corp. Born 1905. Hillsdale Coll. Entered automobile business in 1938 as sales rep. for Chevrolet Motor Div.

WILSON, MURRAY D., secy.-treas. of O. L. Anderson Co., Inc. since 1920. Born Springfield, Ont., May 7, 1896. Entered automobile business in 1920 at Detroit as secy.-treas. of O. L. Anderson Co., Inc.

WILSON, W. HEARTSILL, asst to vice-pres. in chg. of sales, Plymouth Div., Chrysler Corp., since July, 1956. Born Marshall, Texas, 1920. S. Methodist Univ. bus. school. Joined Chrysler Corp. in 1953 with Dodge as Dallas dist. sales mgr.

WINDSOR, E. W., with Sherwin-Williams Co. as gen. mgr. auto sales since 1925. Born Kenosha, Wis., 1896. Univ. Wis. Entered automobile business in 1920 at Cleveland with United Automotive Body as sales correspondent.

WINES, JAMES P., with Fisher Body Div., GM Corp. as gen. dir. pub. rel. and adv., since 1953. Born St. Louis, Mo., Dec. 13. Chicago pub. schools, Univ. of Chicago. Entered automobile business in 1934 at Detroit with Kudner Agency, Inc., as publicity man.

WILES, IVAN L., exec. vice-pres. of General Motors Corp., in charge of dealer relations since March, 1956. Born Goodland, Ind., June 13, 1898. Wabash College, A. B. degree. Entered automobile business in 1928 at Pontiac, Mich., with Oakland Motor Car Co. as accountant. Joined Buick in 1932, gen. mgr., 1948-1956.

WILKS, RUSSELL, dir. of pub. rel. of U. S. Rubber Co. since 1947. Born Orlinda, Tenn., Oct. 31, 1901. Vanderbilt Univ. Entered rubber business in 1929 at Detroit with Campbell-Ewald Co.

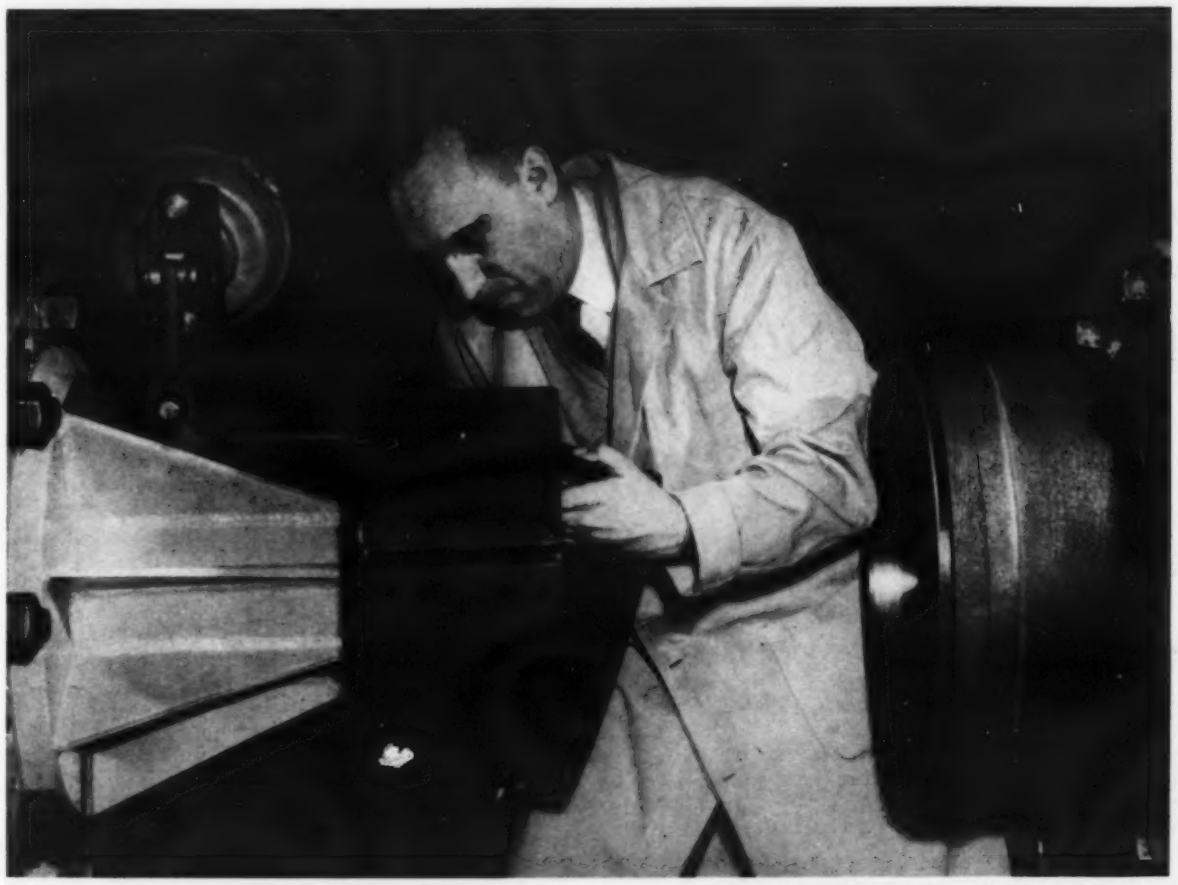
WILLIAMS, FRED E., with Zenith Carburetor Div., Bendix Aviation Corp. as gen. sales mgr. since 1945. Born Bedford, O., in 1902. High school and ext. courses. Entered automobile business in 1917 at Detroit, Mich., with Zenith Carburetor Co. as blueprint boy.

WILLIAMS, HARRY A. with Automobile Mfrs. Assn. as manager of public relations dept. since April, 1952, and dir. adv. and prom. Nat'l. Automobile Show. Born in Cincinnati, Sept. 2, 1918. Wayne Univ. Entered automobile business with Automotive News in 1937.

WILLIAMS, ROBERT J., with Cadillac Products, Inc., as vice-pres. since 1956. Born in Detroit Dec. 14, 1926. Notre Dame Univ., B.S. Entered automobile business in 1948 at Detroit with Cadillac products, Inc.

WILLIAMS, SELDEN T., pres. A. Schrader's Son, Inc. Vice-pres. and dir. Scovil Mfg. Co. and gen. mgr. of Schrader Div. since 1948. Born Canton, N. Y., Feb. 7, 1892. St. Lawrence U., B.S., M.S.; Worcester Polytechnic Inst., B.S. in M.E. Entered automobile business in 1906 at Canton, N. Y., with Cook's Island Garage as mechanic's helper.

WILLIAMS, WALKER A., vice-pes. and vice-chmn. of the Dealer Policy Board, Ford Motor Co. Born Wellington, Mo., June 8, 1901. Illinois Univ. Entered automobile business in 1925 at Kansas City with Ford Motor Co. as timekeeper.



Experimental block being readied for torture test on Johns-Manville's Inertia Dynamometer—the world's largest unit designed for friction material testing.

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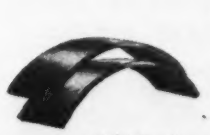


Molded and Woven Brake Linings

Molded and Woven Clutch Facings

Molded Brake Blocks

Molded Segments for Automatic Transmissions

Woven Transmission Band Linings

AUTOMOTIVE NEWS FAMILY ALBUM

WINGERTER, ROBERT G., gen. mgr. of automotive div. of Timken Roller Bearing Co. since 1955. Born Detroit, Mich., Oct. 5, 1916. Wayne Univ., B.S.M.E. degree. Entered automobile business in 1938 at Canton as engrg. trainee with Timken Roller Bearing Co.

WINTHER, MARTIN P., with Eaton Mfg. Co. as vice-pres., dir. of engrg. since 1948. Born Denmark, Nov. 4, 1888. Entered automobile business in 1911 at Kenosha, Wis., with Thomas B. Jeffrey Co., as apprentice.

WITHERS, ROLAND S., with United Motors Service Div., General Motors Corp., as general manager since March, 1955. Born Cleveland, Ohio, 1910. Asbury College, Wilmore, Ky. Entered automobile business in 1933 at Detroit with Customer Research Department of GM Corp.

WOLFRAM, JACK F., vice-pres. of GM and gen. mgr. Oldsmobile Div. Born Pittsburgh, Dec. 18, 1899. Grade, high sch. Entered automobile business in 1921 at Cleveland, O., with Chandler Motor Car Co. as draftsman. Joined Oldsmobile in 1928. Became chief engr. in 1944 and gen. mgr. in 1951.

WOODALL, HERBERT J., with Woodall Industries, Inc., as pres. since 1919. Born Detroit, 1893. Detroit Univ. Sch. Entered automobile business in 1913 in Detroit with Cadillac Motor Car Co. as factory messenger.

WINKLER, ALBERT H., with Eclipse Machine Div. as chief engr. of Stromberg Carb. div. since Jan. 1, 1948. Born Chicago, Ill., Nov. 7, 1908. Armour Inst. of Tech., B.S. in M.E., M.E. professional degree. Entered automobile business in 1930 at South Bend, Ind., with Bendix-Stromberg Carburetor Co. as jr. engr.

WISTERT, F. M., vice-pres. and dir. of ind. rel., The Electric Auto-Lite Co. Born Chicago, Ill., Feb. 20, 1912. Univ. of Mich. Law School. Entered automotive industry in 1953 with Electric Auto-Lite Co.

WOLF, JOHN E., pres. of The John E. Wolf Co., Oklahoma City, Okla. Born Oshkosh, Wis., 1904. Continuously in direct mail industry since 1919, and specializing in automotive serv. development since 1930.

WOLFSON, HOWARD E., chmn. of the bd., Maremont Automotive Products, Inc. since March, 1953. Born Chicago, Ill., Dec. 5, 1898. Northwestern Univ., Grear Coll. of Automotive Engr. Entered automobile business in 1920 at Chicago as salesman for Maremont Automotive Products, Inc.

WOODHOUSE, RICHARD C., with GMC Truck & Coach Div. as gen. sales mgr., Truck Div., since July 15, 1952. Born Traverse City, Mich., Aug. 18, 1904. Alma Coll., Univ. of Mich. Entered automobile business in 1924 with Cadillac Motor Div. of GM in sales dept. With GMC Truck & Coach Div. since 1930.

WOODMAN, JAMES M. JR., asst. gen. sales mgr. in chg. of adv., sales prom. and training of Lincoln Div., Ford Motor Co., since 1955. Born Elgin, Ill., Dec. 27, 1904. Lake Forest Univ., B.A. degree. Entered automobile business in 1926 with Roche, Williams, and Cleary, Inc.

WOOLSON, L. IRVING, pres. of DeSoto Div. since 1952 and vice-pres. of Chrysler Corp. since 1953. Born New York City, June 27, 1904. Cornell Univ., M.E., 1926. Entered automobile business with Maxwell Motor Co. in 1924 as an assembler.

WORTHINGTON, JOHN A., with Koppers Co., Inc., as manager of piston ring and seal department. Born Annapolis, Md., July 5, 1897.

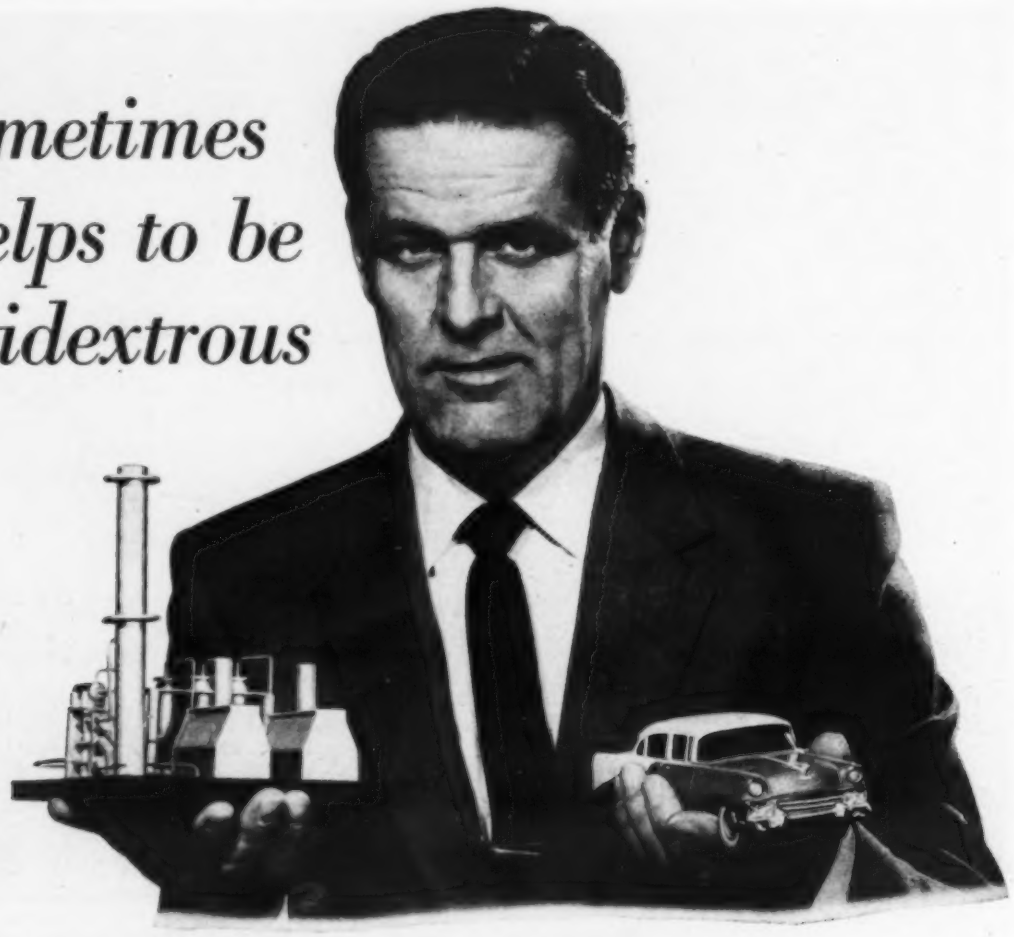
WRIGHT, ELLIS J., with Miller Mfg. Co. as sales mgr. since 1938. Born Forest, Ont., Can., Dec. 16, 1909. Technical night coll., Wayne Univ., Detroit. Entered automobile business in 1926 at Detroit with Miller Tool & Mfg. Co. as tool design draftsman.

WRIGHT, JAMES O., asst. gen. mgr. of Ford Div. since Jan., 1956. Born Norfolk, Va. N.C. State College, George Washington Univ. Law School. Entered automobile business in 1946 with Ford Motor Co.

WRIGHT, JOHN DAVID, with Thompson Products, Inc., since 1933, as pres. since Apr. 1, 1953. Born Pittsburgh, Pa., June 25, 1905. Western Reserve Univ., B.A.; WRU Sch. of Law, LL.D.; Cleveland Coll.

WUNDERLICH, FREDERICK A., on staff of pres., Chrysler Div., Chrysler Corp. since 1955. Entered automobile business with Maxwell-Chalmers Company.

Sometimes it helps to be ambidextrous



The problems of the automotive and petroleum industries are so tightly interwoven that sometimes a friend who is close to the latest developments in *both* industries can be of special help to each.

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By thus sitting in the middle, Ethyl Research is often able to "lend a hand" in an almost ambidextrous manner. So between the two industries a link is formed which can be helpful to you along the lines of research, development or technical service. For further information, just call us.

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AUTOMOTIVE NEWS FAMILY ALBUM

WYLIE, FRANK W., public relations mgr. of Dodge Div., Chrysler Corp., since May, 1955. Born New York, New York, July 3, 1924. Entered automobile business in 1948 in charge of exhibits, Central Engrg. Div., Chrysler Corp.

YOST, ROBERT O., with Moraine Products Division, General Motors Corporation, as general sales manager since 1956. Born Dayton, Ohio, September 22, 1902. Ohio State University, B.M.E. degree. Entered automobile business in 1926 at Dayton with Dayton Engineering Lab. Co.

YOUNG, ROBERT J., owner of Automotive Enterprises since 1955. Born Park River, N. D., April 28, 1899. Univ. of Minn. Entered automobile business in 1925 at Fargo as office mgr. of Eby Motor Co.

ZELLER, THEODORE J., vice-pres. of forward planning of Mack Trucks, Inc. since 1954. Born North Plainfield, New Jersey, March 19, 1902. Rutgers Univ., M.E. degree. Entered automobile business in 1936 at Plainfield as asst. mgr. of lab. at Mack Trucks, Inc.

ZIESMER, GEORGE F., past pres., National Automobile Dealers Assn., 1949. Born at Marshall, Minn. July 15, 1895. Macalester Coll., St. Paul, Minn. Ford Dealer since 1924, Mankato, Minn., since 1933.

WYNN, CARL E., pres. of Wynn Oil Co. since 1950. Born Rolla, Mo., Dec. 23, 1896. Entered automobile business in 1947 at Azusa as partner at Wynn Oil Co.

YOUNG, FRED M., with Young Radiator Co., Racine, Wis., as pres. and gen. mgr. since 1927. Born Muskegon, Mich., April 29, 1894. Grade school and special courses. Entered automobile business in 1913 at Muskegon, Mich., with Wright Cooler & Hood Mfg. Co. as apprentice.

ZEDER, JAMES C., with Chrysler Corp. as vice-pres. engr. and spec. advisor to pres. since 1956. Chrysler Inst. of Engineering. Born Bay City, Mich., Apr. 17, 1900. Univ. of Mich., B.S., M.E.; Univ. of Dayton, Doctor of Engrg. Entered automobile business in 1922 at Detroit with Maxwell Motors.

ZENZEN, JOHN A., vice-pres. of the Herman Body Co. since 1955. Born St. Louis, Mo., Jan. 7, 1907. City College, A.B. degree. Entered automobile business in 1931 at St. Louis with Brashear Freight Lines, Inc.

ZONSIUS, KENNETH C., with Goodyear Tire & Rubber Co. as dir. of adv. since Jan. 1, 1952. Born Chicago, Ill., July 11, 1894. Attended Northwestern Univ. Entered automobile business 1917 at Chicago with Goodyear org. as clerk.

YALE, FRANK W., with Plymouth Div., Chrysler Corp. as dir. of dealer rel. since 1956. Born Atchison, Kansas, Dec. 22, 1894. Graduate of Univ. of Missouri. Entered auto industry with Chrysler Corp. in 1936 as a service rep.

YARNALL, FRANK H., past pres., of National Automobile Dealers Assn. Pres. of Yarnall Chevrolet, Inc., Chicago. Born Chicago, Ill., 1900. Entered automobile business in 1918 at Chicago with Holmes Motor Co.

YNTEMA, THEODORE O., with Ford Motor Co. as vice-pres., finance since March 24, 1949. Born in Holland, Mich., April 8, 1900. Hope Coll., Harvard, Univ. of Ill., Univ. of Chicago. C.P.A. in Ill. Entered automobile business as consultant to Ford in 1947.

"Too Late For Classification"

HOLLINS, JESSE R., vice-pres. of Signal-Stat Corp. since 1932. Born in Poland, Oct. 21, 1905. Entered automobile business in 1928 with inventions of safety devices for the automotive industry.

HOOK, F. R., asst. gen. mgr. of Iona Mfg. Div., The Mitchell-Bentley Corp., since 1957. Born Oct. 30, 1903. Entered automobile business in 1924 at Euclid, O. with Fisher Body Div.

KNOX, CORNELIUS V. S. JR., 932 Fisher Bldg., Detroit 2, Mich. Trinity 2-5500. Detroit sales mgr., CBS Radio.

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Export Sales: Borg-Warner International
36 South Wabash St., Chicago 3, Illinois

THE STANDARD OF QUALITY AND PERFORMANCE SINCE 1903

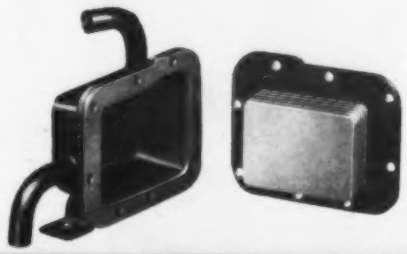
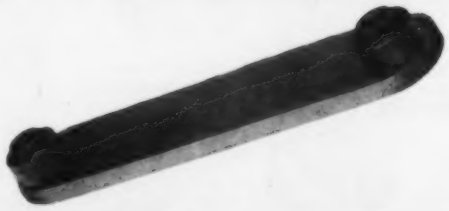
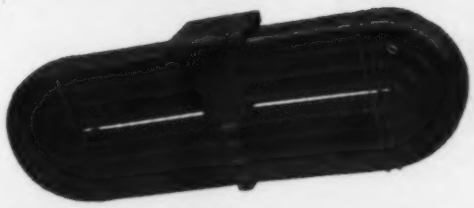


Plate type oil cooler is highly flexible and efficient for engine installation or for torque converters, transmissions or hydraulic presses.



Wafer type, submerged in lower radiator tank, cools transmission oil in automobiles.



Large capacity of manifold type, fabricated from seamless copper tubing, makes it suitable for heavy-duty engines.

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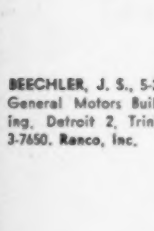
ALEXANDER, J. W., reg. mgr., 20405 Grand River Ave., Detroit, Kenwood 5-4721. **Novi Sales and Service Co.**

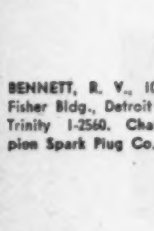
ALLDREDGE, M. HOMER, 414 Fisher Building, Detroit 2, Mich. Trinity 1-4404. Sales Manager, **Bingham Stamping Div., Bingham - Herbrand Corp.**

ALLEN, BRUCE A. 20050 Livernois Ave., Detroit 21, Mich. Diamond 1-8856. **Clark Equipment Co.**



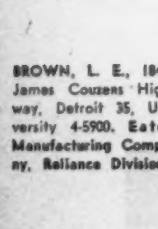
BEECHLER, J. S., 5-232 General Motors Building, Detroit 2, Trinity 3-7650. **Ranco, Inc.**

BEMB, WALTER J., 607 Fisher Bldg., Detroit 2, Mich. Trinity 1-6510. Vice - pres. **Aluminum Industries, Inc.**



BENNETT, R. V., 1014 Fisher Bldg., Detroit 2, Trinity 1-2560. **Champion Spark Plug Co.**

BROWN, G. A., 803 W. Eleven Mile, Royal Oak, Mich. J. P. Stevens & Co.



BROWN, L. E., 18451 James Couzens Highway, Detroit 35, University 4-5900. **Eaton Manufacturing Company, Reliance Division.**

COE, PHILIP K., 6500 Mt. Elliott, Detroit. Walnut 1-7900. Vice-pres. in chge. of Detroit Automotive Products Div., **The Goodyear Tire & Rubber Co., Inc.**

COLBY, LESTER J., 710 Fisher Bldg., Detroit 2, Trinity 2-3065. **Masland Duraleather Co., A. D. Ellis Mills, Inc.**

COOK, W. A., 14009 Coyle Ave., Detroit 27, Mich. Vermont 5-9402. **Stewart-Warner Corp., Southwind Div.,** Repr. Central Region.

CUNNINGHAM, H. C., 111 Oakman Blvd., Detroit 3, TO 9-8100. **The DeVilbiss Co.**

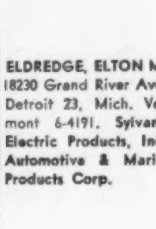
CUPP, C. C., 1405 Henry St., Detroit 32, Woodward 3-1060. **Firestone Steel Products Co.**

CURTIS, A. B., 832 Fisher Bldg., Detroit 2, Trinity 5-3300. **Johns-Manville Corp.**

DELANEY, EUGENE B., 3927 Fourth St., Wayne, Mich. Logan 1-0340. **Purolator Products, Inc., Industrial Wire Cloth Corp.**

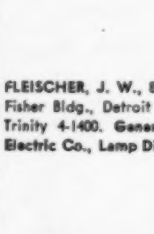
DONALDSON, WILLIAM R., 730 W. Eight Mile Rd., Detroit 20, Jordan 4-6087. **The Palnut Co.**

EARL, WILLIAM O., 28800 Mound Rd., Warren, Mich., Jefferson 6-4300. **Collins & Aikman Corp.**



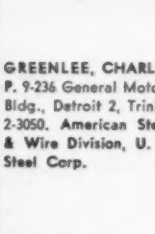
ELDREDGE, ELTON M., 18230 Grand River Ave., Detroit 23, Mich. Vermont 6-4191. **Sylvania Electric Products, Inc.; Automotive & Marine Products Corp.**

FERGUSON, C. M., 4229 Cass Ave., TE. 3 - 8015. **Sun Electric Corp.**



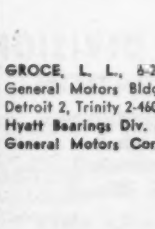
FLEISCHER, J. W., 820 Fisher Bldg., Detroit 2, Trinity 4-1400. **General Electric Co., Lamp Div.**

GLASMEIER, PAUL G., 1431 Anita, Grosse Pointe 36, Mich. Tuxedo 4-5044. **Big Four Industries, Inc.**



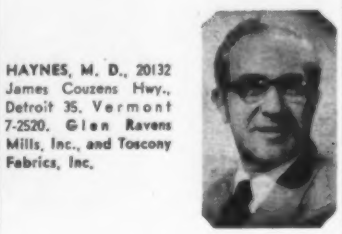
GREENLEE, CHARLES P. 9-236 General Motors Bldg., Detroit 2, Trinity 2-3050. **American Steel & Wire Division, U. S. Steel Corp.**

GRIFFIN, JAMES J., 1010 Fisher Bldg., Detroit 2, Trinity 5-0089. **The Anderson Co.**



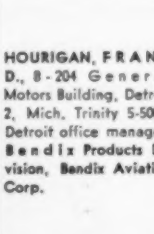
GROCE, L. L., 6-240 General Motors Bldg., Detroit 2, Trinity 2-4600. **Hyatt Bearings Div. of General Motors Corp.**

HARPER, RICHARD B., 814 Fisher Bldg., Detroit 2, Trinity 1-4262, 1-3830. **Rubatex Div., Great American Industries, Inc., Roberts Toledo Rubber Co., Bowling Green Rubber Co.**



HAYNES, M. D., 20132 James Couzens Hwy., Detroit 35, Vermont 7-2520. **Glen Ravens Mills, Inc., and Toscony Fabrics, Inc.**

HOUGH, P. J., 3391 Sherbourne Rd., Detroit 21, University 1 - 1809. **Howard - Zink Corp.**

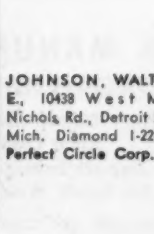


HOURIGAN, FRANK D., 8 - 204 General Motors Building, Detroit 2, Mich. Trinity 5-5000. Detroit office manager, **Bendix Products Division, Bendix Aviation Corp.**

HUTCHINS, D. JOSEPH, 1405 Henry, Detroit 16, Woodward 3 - 1060. **Firestone Tire & Rubber Co.**

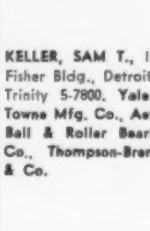
JAY, RICHARD S., 17330 West McNichols Rd., Detroit 21, Broadway 3-8600. **American Bosch.**

JOHNSON, T. E., 3005 Puritan, Detroit 38, University 3-0200. Vice-pres. and Director of Sales, **Davidson Rubber Co.**



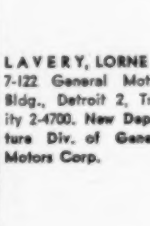
JOHNSON, WALTER E., 10438 West McNichols Rd., Detroit 21, Mich. Diamond 1-2253. **Perfect Circle Corp.**

JUDD, VINCENT C., 14940 Michigan Ave., Dearborn, Mich., Luzon 4-2929. **Bendix Radio Division, Bendix Aviation Corp.**



KELLER, SAM T., 1212 Fisher Bldg., Detroit 2, Trinity 5-7800. **Yale & Towne Mfg. Co., Aetna Ball & Roller Bearing Co., Thompson-Bremer & Co.**

LAMBORN, HERB C., 1928 Guardian Bldg., Detroit 26, Woodward 3-8706. **The John E. Wolf Co.**



LAVERY, LORNE F., 7-122 General Motors Bldg., Detroit 2, Trinity 2-4700. **New Departure Div. of General Motors Corp.**

LAWTON, MORGAN B., 8627 Woodward Ave., Detroit 2, Trinity 5-3484. **Lincoln Engineering Co.**

LEGG, HOWARD L., 16801 Wyoming Ave., Detroit 21, Mich. Diamond 1-3292. **Clayton Manufacturing Co.**

LITTLE, WILLIAM C., 246 Madison Ave., Detroit 26, Woodward 3-3900, Woodward 5-7341. **Banner Die Tool and Stamping Co. of Columbus, Ohio.**

MANSER, GEORGE E. JR., 11th floor New Center Bldg., Detroit 2, Mich. Trinity 4-3500. Sales mgr. of coated fabrics, **Footwear and Gen. Products Div., U. S. Rubber Co.**

. . . Manufacturers' Representatives in Detroit . . .

MARKS, ROBERT C., 923 Fisher Bldg., Detroit 2, Trinity 5-0465. **The Weatherhead Co.**

OBEE, MILT T., 8799 Lyndon, Webster 3-4801. **Aro Equipment Corp., Champion Pneumatic Machine Co., Fox Products Co., Globe Hoist Co.**

SMITH, W. S., 16163 Meyers Road, Detroit 35, University 4-0117. **Casco Products Corp.**

SULLIVAN, JOHN, 17510 Wyoming, Detroit 21, Mich. University 3-6628. **Manzel, Inc., The Nuday Co.**

WENDELL, M. M., M. M. Wendell Co., 8-255 General Motors Bldg., Detroit 2, Mich., Trinity 1-1743. **American Grease Stick Co., Bishop & Babcock Mfg. Co., Casco Products Corp., Permafuse Corp., Pyroil Co.**

MARSHALL, ARTHUR B., 5-117 General Motors Bldg., Detroit 2, Trinity 5-1103. **Carter Carburetor Corp.**

ROBBINS, A. W. Potter Block, 13973 Woodward Ave., Detroit 3, Mich., Townsend 8-5758 and 8-5759. **Bearings Company of America.**

STEGER, A. J., 318 Fisher Bldg., Detroit 2, Trinity 5-5992. **Bendix-Westinghouse Automotive Air Brake Co.**

WALL, WILLIAM G., 527 Fisher Bldg., Detroit 2, Trinity 2-5715. **The Upholstery Leather Group, Inc.**

WILLIAMS, RICHARD C., 5-238 General Motors Bldg., Detroit 2, Trinity 5-1990. **E. I. du Pont de Nemours & Co., Inc.**

McCARTHY, L. P., 10600 Puritan Ave., Detroit 38, Mich. University 1-6811. Mgr. Detroit office, **Willard Storage Battery Co.**

SEIFERT, C. J., 20211 Greenfield Rd., Detroit, Br. 3-9616. **Vice-pres. of Reynolds & Reynolds Co.**

STRITCH, GEORGE J., 903 New Center Bldg., Detroit 2, Trinity 5-8850. **B. F. Goodrich Co.**

WALLS, FRED J., 19842 James Couzens Highway, Detroit 35, Mich. Broadway 3-6780. **International Nickel Co., Inc.**

WINGERTER, ROBERT G., 3107 West Grand Blvd., Detroit 2, Trinity 5-1380. Gen. mgr., **Automotive Div., Timken Roller Bearing Co.**

MELLOR, C. L., 8-212 General Motors Bldg., Detroit 2, Trinity 5-0662. **Eclipse Machine Division, Bendix Aviation Corp.**

SMITH, G. E., 521 New Center Bldg., Trinity 2-2113 **Muskegon Piston Ring Co.**

STUART, D. E., 8-204 General Motors Bldg., Detroit 2. Trinity 5-5000. **Marshall - Eclipse Division, Bendix Aviation Corp.**

WALTER, EDWARD E., 16950 Buckingham, Birmingham, Mich. Midwest 6-6319. **Barrett Equip. Co., Allen B. DuMont Labs., Hemmeter Corp., P & G Mfg. Co., Jordan Electric Prod., Natl. Reechet Corp.**

WRIGHT, WALTER F., 3408 West Seven Mile Road, Detroit 21, University 4-4211. **Albi Mfg. Co., Inc., Excelsior Varnish Works, Frontier Bronze Corp., Garland Co., Harrington Paint Co.**

MORROW, JOHN R., 16163 Meyers Road, Detroit 35, University 4-0117. **Casco Products Corp.**

MORSE, C. A., 6-248 General Motors Bldg., Detroit 2, Trinity 2-4178. **Tung Sol Electric, Inc.**

MOSS, THOMAS W., Thomas W. Moss & Associates, Inc., 19250 James Couzens Hwy., Detroit 35, Mich., Diamond 1-2345. **Wilkening Mfg. Co.**

MULCAHY, JOHN J., 5919 Cass Ave., Detroit 2, Mich., Trinity 2-6320. **The General Tire & Rubber Co.**

NELKEN, E. C., 16614 Monte Vista, Detroit 21, Mich. University 3-6939. **Registered-Tested Cars, Inc.**

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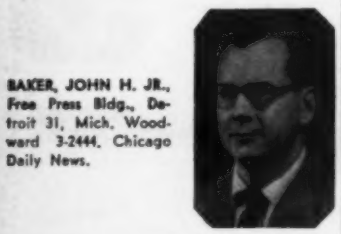
ANDERSON, HARRY A., 1763 Penobscot Bldg., Detroit 26, Mich. Woodward 5-2895. Texas Daily Press League, Inc., Arkansas Dailies.

ANDERSON, ROBERT A., 1713 Fisher Bldg., Detroit 2, Mich. Trinity 1-2230. Sports Afield Magazine.

ARMITAGE, CLAYTON P., 2726 Guardian Bldg., Detroit 26, Mich. Woodward 5-6380. Farm Journal, Inc.

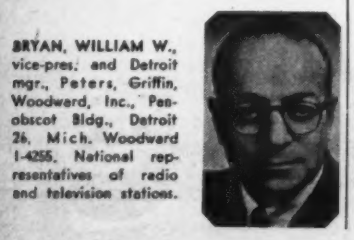


BAKER, JOHN H. JR., Free Press Bldg., Detroit 31, Mich. Woodward 3-2444. Chicago Daily News.

BATES, WALLACE E., 1761 Penobscot Bldg., Detroit 26, Mich. Woodward 2-8422. Chicago Tribune.

BEST, HIL F., 1009 Park Ave. Bldg. Woodward 2-7298. Vice-pres. in chge. of western operations. Bottinelli - Kimball, Inc. (newspapers); Sole owner Hil F. Best Co., (radio), American Poultry Journal.

BROWN, J. RODGER, 1808 Fisher Bldg., Detroit 2, Mich. Trinity 5-9040. The Saturday Evening Post.



BRYAN, WILLIAM W., vice-pres. and Detroit mgr., Peters, Griffin, Woodward, Inc., Penobscot Bldg., Detroit 26, Mich. Woodward 1-4255. National representatives of radio and television stations.

BURKE, JOHN D., Detroit mgr., Hearst Adv. Service, 6-234 General Motors Bldg., Detroit 2, Mich. Trinity 5-0188. Representing 11 Hearst newspapers, The Chicago American and Hearst Sunday individual Market Group.

CARTWRIGHT, WILLIAM H., Mgr. Edward Petry & Co., Inc., 2351 Penobscot Bldg., Detroit 26, Mich. Woodward 3-0125. Representing 46 radio stations.

CHARNEY, EDWIN, mgr. The Branham Co., 6-235 General Motors Bldg., Detroit 2, Mich. Trinity 1-0440. Representing 23 newspapers.

CUMMINS, JAMES A., 1826 Buhl Bldg., Detroit 26, Mich. Woodward 5-9878. Detroit mgr. American Home Magazine.

deBEAUBIEN, PHIL F., B-240 General Motors Bldg., Detroit 2, Mich., Trinity 5-2786. Detroit mgr., Look magazine.

DENISON, JOHN D. JR., 820 Book Bldg., Detroit 26, Mich. Woodward 2-2863. Detroit mgr., Popular Science Monthly.

DYPE, GABRIEL B., 617 Book Bldg, Detroit 26, Mich. Woodward 1-6030. Detroit mgr., Blair-TV and Blair TV Associates.

ERICKSON, ROBERT, Moloney, Regan & Schmitt, Inc., 1600 Penobscot Bldg., Detroit 26, Mich. Woodward 1-1380. Representing 16 newspapers.

FELLOWS, WALDO E., 702 Stephenson Bldg., Detroit 2, Mich. Trinity 5-8216. Representing Sunset Magazine and Farm Quarterly.

FRITZ, CHARLES D., 617 Book Bldg., Detroit 26, Mich. Woodward 1-6030. Detroit mgr., John Blair Co.

GALL, DAMON S., 2216 Guardian Bldg., Detroit 26, Mich. Woodward 5-6380. Detroit mgr. Farm Journal, Inc.

GRAF, GENE, 1713 Fisher Bldg., Detroit 2, Mich. Trinity 1-2230. Detroit mgr. and automobile editor, New York Mirror.

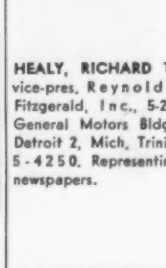
GROSS, WALTER, NBC television, 1166 Penobscot Bldg., Detroit 26, Mich. Woodward 3-6872. Detroit mgr.

HALL, MILTON H., 5-118 General Motors Bldg., Detroit 2, Mich. Trinity 5-8711. Popular Mechanics Magazine.

HAMMEN, JAY L., 28 West Adams Ave., Detroit 26, Mich. Woodward 3-8186. Parade Publication, Inc. Detroit mgr.

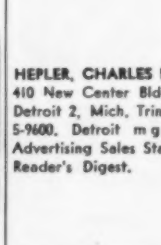
HARRIS, RODGER C., 1659 Guardian Bldg., Detroit 26, Mich. True Magazines.

HART, ROBERT E., Detroit mgr., Jann & Kelley, Inc., 926 Buhl Bldg., Detroit 26, Mich. Woodward 2-1366. Representing 25 daily newspapers.



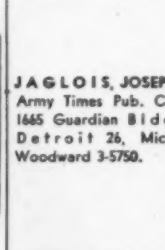
HEALY, RICHARD T., vice-pres. Reynolds-Fitzgerald, Inc., 5-250 General Motors Bldg., Detroit 2, Mich. Trinity 5-4250. Representing newspapers.

HEATON, JACK E., 1006 Fisher Bldg., Detroit 2, Mich. Trinity 5-3046. Detroit mgr., U. S. News & World Report.



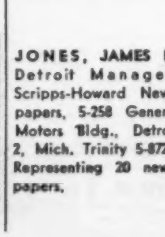
HEPLER, CHARLES D., 410 New Center Bldg., Detroit 2, Mich. Trinity 5-9600. Detroit mgr., Advertising Sales Staff, Reader's Digest.

HOOD, CHARLES C., 1808 Fisher Bldg., Detroit 2, Mich. Trinity 5-9040. V.P. of Curtis Pub. Co. and mgr. of Detroit Branch.



JAGLOIS, JOSEPH, Army Times Pub. Co., 1665 Guardian Bldg., Detroit 26, Mich., Woodward 3-5750.

JOBSON, ROBERT A., manager Detroit office, O'Mara and Ormsbee, Inc., 640 New Center Bldg., Detroit 2, Mich Trinity 2-2184. Representing 20 newspapers.



JONES, JAMES B., Detroit Manager, Scripps-Howard Newspapers, 5-258 General Motors Bldg., Detroit 2, Mich. Trinity 5-8727. Representing 20 newspapers.

KRUG, RICHARD I., 1475 Penobscot Bldg., Detroit 26, Mich. Woodward 5-7260. The Philadelphia Inquirer.

LARSON, ERIC G., 1506 Kales Bldg., Detroit 26, Mich. Woodward 2-5115. Regional mgr., TV Guide.

LEMPKE, LESLIE C., 1808 Fisher Bldg., Detroit 2, Mich. Trinity 5-9040. Publication mgr., Ladies' Home Journal.

LOFTUS, RICHARD R., 932 Fisher Bldg., Detroit 2, Mich. Trinity 2-5500. Detroit mgr., CBS-TV spot sales.

LUNDALE, J. W., Ridder-Johns, Inc., 1041 Penobscot Bldg., Detroit 26, Mich. Woodward 1-0123. Detroit mgr. 7 newspapers.

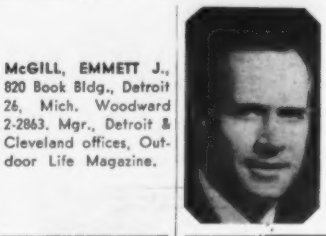
LUSK, O. E., 2970 W. Grand Blvd., Detroit 2, Mich. Trinity 5-5206. Argosy magazine.

McCARREN, KENNETH G., 18th floor, Fisher Bldg., Detroit 2, Mich. Trinity 5-9040. Mgr., Holiday Magazine.

McDONOUGH, F. J., 5-230 General Motors Bldg., Detroit 2, Mich. Trinity 5-4824. Detroit mgr., American Weekly.

. . . Media Men in Automobile Capital . . .

McGILL, EMMETT J., 820 Book Bldg., Detroit 26, Mich. Woodward 2-2863. Mgr., Detroit & Cleveland offices, Outdoor Life Magazine.



PFISTER, ALFRED H., 1900 Fisher Bldg., Detroit 2, Mich. Trinity 5-1212. Representing Time Magazine, Time, Inc.

STERLING, JOHN L., Cresmer & Woodward, Inc., 627 New Center Bldg., Detroit 2, Mich. Trinity 5-5730. Representing 23 newspapers.

WEBER, FRED A., The Branham Company, 6-235 General Motors Bldg., Detroit 2, Mich. Trinity 1-0440. Sales mgr. representing 42 radio and television stations.

WILSON, BURTON C., 88 Custer Ave., Detroit 2, Mich. Trinity 2-6030. National Sign Division, Walker & Co.

McGUINEAS, M. O., vice-president and Detroit mgr., Kelly-Smith Co., 713 New Center Bldg., Detroit 2, Mich. Trinity 5-4675. Representing 24 newspapers.

ROSS, JOHN B., 1600 Fisher Bldg., Detroit 2, Mich. Trinity 5-1212. Time, Inc., mgr., Sports Illustrated.

STERRITT, CHARLES R., 902 Fisher Bldg., Detroit 2, Mich. Trinity 2-5500. Detroit sales mgr., C. B. S. Television Network.

WESLEY, WALTER P., 1065 Penobscot Bldg., Detroit 26, Michigan. Woodward 1-4056. Detroit mgr., Esquire Magazine.

WOODRUFF, ROBERT N., 741 New Center Bldg., Detroit 2, Mich. Trinity 2-2090. Detroit Mgr., Metropolitan Sunday Newspapers, Inc.

METZGER, HOYT (RED), 610 Stephenson Bldg., 6560 Cass Ave., Detroit 2, Mich. Trinity 2-1661. Newsweek magazine.

RUPRECHT, PHILLIP, 856 Penobscot Bldg., Detroit 26, Mich. Woodward 2-1793. Vice-pres., McGraw - Hill Publishing Co.

STEVENS, CLARK H., vice-pres., Sawyer-Ferguson-Walker Co., 1630 Guardian Bldg., Detroit 26, Mich. Woodward 2-5005. Representing 20 newspapers.

WHITE, ROBERT H., NBC network television, 1166 Penobscot Bldg., Detroit 26, Mich. Woodward 3-6872.

ZOSEL, KENNETH P., 1013 Fisher Bldg., Detroit 2, Mich. Trinity 3-5790. Detroit mgr. Better Homes and Gardens, Successful Farming.

MILLER, LUKE E., 1013 Fisher Bldg., Detroit 2, Mich. Trinity 3-5790. Meredith Publishing Co., Successful Farming, Better Homes & Gardens.

ST. CLAIR, JOHN P., Time, Inc., 1900 Fisher Bldg., Detroit 2, Mich. Trinity 5-1212. Detroit mgr. Life magazine.

SWEENEY, HOWARD B., 5-137 General Motors Bldg., Detroit 2, Mich. Trinity 5-3773. Vice-pres. and Regional mgr., Outdoor Advertising, Inc.

MORIN, ROBERT M., vice-pres., Detroit mgr., Geo. A. McDevitt Co., 425 New Center Bldg., Detroit 2, Mich. Trinity 5-0650.

SCOLARO, JOSEPH R., of Scolaro, Meeker and Scott, 8-241 General Motors Bldg., Detroit 2, Mich. Trinity 2-7810. Representing 9 newspapers and Grit magazine.

TRUDE, SAMUEL H., 5-270 General Motors Bldg., Detroit 2, Mich. Trinity 5-6672. Vice-pres. and mgr. midwest offices, This Week Magazine.

PATTERSON, H. A., 3-223 General Motors Bldg., Detroit 2, Mich. Trinity 1-5262. Family Weekly Magazine.

SHAFER, JACK, mgr., West - Holliday Co. Inc., 821 Penobscot Bldg., Detroit 26, Mich. Woodward 5-6722. Represents daily newspapers in the Pacific Coast, Rocky Mountain and Midwestern states.

UNDERWOOD, ARTHUR J. JR., The Katz Agency, 3166 Penobscot Bldg., Detroit 26, Mich. Woodward 3-8420. Representing newspapers, farm papers, radio and TV.

PATTERSON, RAY M. JR., 1117 Book Bldg., Detroit 26, Mich. Woodward 3-0775. Detroit mgr., Burke, Kuipers & Mahoney, Inc.

SHURTLIFF, WILLIAM, Booth Michigan Newspapers, 1612 Ford Bldg., Detroit 26, Mich. Woodward 1-0972. Representing 8 newspapers.

VAN HORN, EDWARD JR., 1900 Fisher Bldg., Detroit 2, Mich. Trinity 5-1212. Fortune magazine.

PENDRAY, C. C., vice-pres. and Detroit mgr., Ward-Griffith Co., Inc., 5-223 General Motors Bldg., Detroit 2, Mich. Trinity 3-6365. Newspaper representatives.

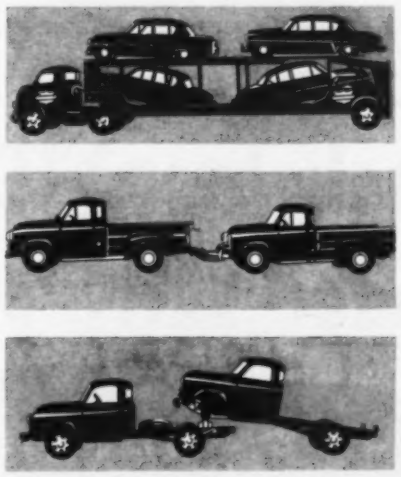
SPADEA, JOSEPH R., 2107 Book Bldg., Detroit 26, Mich. Woodward 3-2365. Representing Henry I. Christal Co., Radio Station representatives. Detroit mgr.

WALKER, FRANKLIN M., 2351 Penobscot Bldg., Detroit 26, Mich. Woodward 3-0125. TV Div. of Edward Petry & Co., Inc.

PEQUINOT, PAUL H., 780 Penobscot Bldg., Detroit 26, Mich. Woodward 1-6036. Vice-pres., Scheerer & Co. Detroit mgr., Indiana League of Home Dailies, Michigan League of Home Dailies.

STALL, DAN M., 1900 Fisher Bldg., Detroit 2, Mich. Trinity 5-1212. Time magazine.

WEBB, H. WESLEY, manager, National Trade Mark Service, Michigan Bell Telephone Co., Yellow Pages Bldg., Detroit 1, Mich. Temple 3-0738.



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Brooklyn and Long Island Automobile Dealers Assn., Inc., Hotel Granada, 268 Ashland Avenue, Brooklyn, N. Y. **HENRY EISENHAUER**, exec. vice-pres.

Federation of Automobile Dealer Assns. of Canada, 145 Yonge St., Toronto, Ont., **HOWARD B. MOORE**, executive vice-pres.

Colorado Automobile Dealers Assn., 16 West 13th Ave., Denver, Colo. **CLIVE BRADFORD**, exec. secy.

Illinois Automotive Trade Assn., Inc., 614 Ridgely Bldg., Springfield, Ill. **LES SANDER**, executive vice-pres.

Arizona Automobile Dealers Assn. 411 N. Central Ave. - Suite 622 Phoenix, Arizona - **CLINTON A. STEINHOFF**, manager.

Northern Calif. Motor Car Dealers Assn., Inc., 1409 Bush St., San Francisco, Calif. **AMOS T. CROWL**, managing director.

Chicago Automobile Trade Assn., 35 E. Wacker Dr., Chicago 1, Ill., **EDWARD L. CLEARY**, executive vice president and mgr. of annual Chicago Automobile Show.

Connecticut Automotive Trades Assn., Inc., 410 Asylum St., Hartford 3, Conn., **CARL R. LANE**, exec. vice-pres.

Automobile Dealers Assn. of Indiana, Inc., 224 N. Meridian, Indianapolis, Ind. **HERMAN SCHAEFER**, exec. vice-pres.

Arkansas Automobile Dealers Assn., Inc., 201 South Chester, Little Rock, Ark. **GEORGE H. BENJAMIN**, executive secretary.

Motor Car Dealers Assn. of Southern California, 711 Ninth and Hill Bldg., Los Angeles, Calif., **CHARLES H. ELMENDORF**, executive secretary.

Cleveland Automobile Dealers Assn., 310 Lakeside Ave. W., Cleveland 13, O. **R. EARL BURROWS**, exec. vice-pres.

Delaware Automobile Dealers Assn., 519 Market St., Equitable Security Trust Bldg., Wilmington, Del. **PAUL J. RONEY**, exec. secy.

Iowa Automobile Dealers Assn., 415 10th St., Des Moines, Ia., **ALFRED W. KAHL**, exec. vice-pres.

Detroit Auto Dealers Assn., 4600 Cass Ave., Detroit 1, Mich. **BOYCE TOPE**, exec. vice-pres.

Kansas Motor Car Dealers Assn., 214 W. Sixth Ave., Topeka, Kan., **ROSCOE HAMBRIC**, secy.-manager.

Automotive Trade Assn. National Capital area, Suite 710, TWA Bldg., 1026 17th St., N. W., Washington 6, D. C. **MAURICE J. (Mike) MURPHY**, exec. vice-pres.

Kentucky Automobile Dealers Assn., Inc., 601-3 Republic Bldg., Louisville 2, Ky., **LEW ULLRICH**, managing director.

Florida Automobile Dealers Assn., 406 Rutland Bldg., Orlando, Fla. **WALTER C. MALLORY**, gen. mgr.

Louisiana Automobile Dealers Assn., Inc., 610 Industries Bldg., New Orleans 12, La. **JOHN O. HOFBAUER**, manager-director.

Georgia Automobile Dealers Assn., 202-203-204 Peachtree Arcade Bldg., Atlanta 3, Ga., **LEWIS L. AUSTIN**, executive vice-pres.

Maine Automobile Dealers Assn., Inc., 4 Washington St., Auburn, Me., P. O. Box 270, **WILLIAM V. HOOD**, manager and clerk of corporation.

Honolulu Motor Car Dealers Assn., Kapiolani Bowl Bldg., Ward at Kapiolani Blvd., P.O. Box 1872, **ROBERT T. CARSON**, executive secy., dir. A.T.A.M.

Automobile Trade Assn. of Maryland, 1010 St. Paul St., Baltimore 2, Md., **J. CAVENDISH DARRELL**, general mgr.

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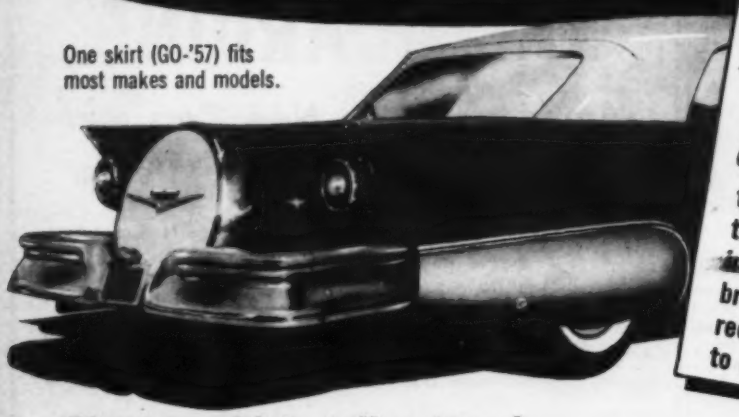

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Minnesota Automobile Dealers Assn., 270 Griggs-Midway Bldg., St. Paul 4, Minn. **LEO B. FARICY**, gen. mgr.

New Mexico Automotive Dealers Assn., Inc., 202 Tower Bldg., 510 Second St., N. W., Albuquerque, N. M., **WILLIAM RANDOLPH**, general manager.

Rhode Island Automobile Dealers Assn., 50 Fountain St. Providence 3, R. I. **JOHN M. DUNNE**, president.

Tennessee Automotive Assn., 324 Third National Bank Bldg., Nashville 3, Tenn., **DAVID P. WHELCHEL**, executive vice-president and general manager.

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Mississippi Automobile Dealers Assn., 730 Electric Bldg., Box 1551, Jackson, Miss. **CARL G. WALLACE**, manager.

Automobile Merchants Assn. of New York, Inc., Park Sheraton Hotel, 56th and 7th Ave., New York 19, N. Y. **JOSEPH W. FARLOW**, executive vice-pres.

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Texas Automotive Dealers Assn., 910 Perry-Brooks Bldg., Austin 1, Tex. **TOM J. CROOKS**, manager and treasurer.

Wisconsin Automotive Trades Assn., 119 Monona Ave., Madison 3, Wis., **LOUIS MILAN**, executive vice-pres.

Missouri Automobile Dealers Assn., 518 Madison, Jefferson City, Mo., **JAMES A. GORMAN**, secretary-manager.

New York State Automobile Dealers, Inc., Beaver & Williams Sts., Albany, New York. **JOHN J. EVERS JR.**, executive vice-pres.

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North Carolina Automobile Dealers Assn., Suite 708-713 Raleigh Bldg., Raleigh, N. C. **MRS. BESSIE B. BALLENTINE**, exec. secy.

New Hampshire Automobile Dealers Assn., 12 Park St., Concord, N. H. **THOMAS F. McKOAN**, exec. vice-pres.

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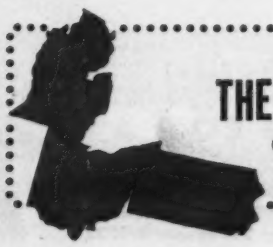

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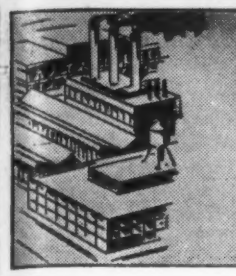

WHO'S WHO IN THE AUTOMOTIVE INDUSTRY

A Complete Roster of the Manufacturers of Passenger Cars, Trucks, Parts and Accessories, Products Made, Officers, Detroit Representatives and Advertising Agents

In revising its Who's Who listing for this Almanac, Automotive News has spared no effort to make it the most complete and accurate directory of the industry available. Listings have been supplied, or corrected, by the officers of the corporations themselves. We would appreciate having any errors called to our attention so that they may be corrected in later issues.—The Editors.

A

AC SPARK PLUG DIV. of General Motors, 1300 N. Dort highway, Flint 2, Mich. Air cleaners and gauges; ammeters, backfire deflectors; carburetor intake silencers, crankcase breathers; flexible shaft assemblies; fuel oil filters; fuel and vacuum pumps; fuel strainers; gasoline gauges, strainers; ignition cable terminals; instruments, instrument panels; oil filters; elements; oil gauges; radiator pressure caps; spark plugs, cleaners, tools; testers; speedometers, speedometer and tachometer drive adaptors; tachometers; thermo gauges; vacuum pumps; voltmeters. Joseph A. Anderson, gen. mgr.; H. L. Curtis, wks. mgr.; R. D. Kirk, gen. prod. mgr.; S. O. Pratt, compt.; Edgar H. Francois, sales mgr., replacement products; O. F. Frost, gen. merch. mgr.; J. W. Stack, adv. mgr.; Robert S. Johanson, dir. of pub. rel.; C. Harold Munson, serv. mgr.; Joseph K. Decker, dir. of purch.; Martin J. Caserio, dir. of engng. and equip. sales; Bruce H. Schwarze, cf. engr., military products; W. A. Bychinsky, asst. chief engr. chge motor group; Karl Schwartzwalder, dir. of research; R. H. Estes, dir. of indl. relations; G. A. Smith, prod. control mgr.; H. L. Roat, mfg. mgr.; L. M. Steward, dir. of quality control; C. L. Johnson, dir. of production engng.; K. K. McGarvey, mgr. equip. sales; H. W. Brandt, dir. military sales and contracts. **Adv. Agcy.**—D. P. Brother & Co., Inc., Detroit, Mich. V. W. Canever, acct. exec.

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AD-SELLS SPECIALTY CO., 37 Hillside ave., Hillside, Ill. Key cases and advertising specialties for automobile dealers. M. E. Frost, owner; George Dunn, gen. mgr.; L. S. Baker, adv. mgr.

ADELL CO., 7500 Intervale, Detroit 38, Mich. Dor-Gards (molding on edge of door), windshield washer solvent. R. Adell, pres.; F. Adell, vice-pres. and secy.-treas.; M. Adell, secy.; M. Jacobs, sales mgr. **Adv. Agcy.**—Schurgin & Associates, Detroit, Mich. A. Schurgin, acct. exec.

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AETNA BALL AND ROLLER BEARING CO., Div. of Parkersburg-Aetna Corp., 4600 Schubert ave., Chicago 39, Ill. Standard and special ball thrust bearings, angular contact bearings, ball retainers, hardened and ground washers, sleeves, bushings, roller bearing, rollers and miscellaneous precision parts. J. J. Rozner, exec. vice-pres.; H. F. Wendt, sales supvr.; J. E. Dillon, chief engr.; H. V. Fox, plant supt.; G. M. Karm, pur. agt.; K. Cowan, plant. mgr. **Det. Rep.**—Sam T. Keller, 1212 Fisher bldg. **Adv. Agcy.**—Marsteller, Rickard, Gebhardt and Reed, Inc., Chicago, Ill. G. A. Piper, acct. exec.

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AKRO-MILS, INC., P. O. Box 989, Akron 9, O. Small parts storage cabinets, portable air vacuum cleaner. M. Myers, pres.; L. Myers, vice-pres.; I. C. Myers, secy., sales mgr.; E. Walter, wks. mgr., chief engr.; Harold Ellsworth, adv. mgr. **Adv. Agcy.** — Shawalter, Hesselbart & Mitten, Akron 8, O. Robt. Mitten, acct. exec.

AKRON PAINT & VARNISH CO., 1390 Firestone pkwy., Akron 1, O. Automotive finishes, tire paints, white sidewall cleaner, chromj and ignition wire coating. Wm. M. Beck, pres.; H. M. Wilcox, vice-pres.; S. A. Breitenstein, treas.; L. C. Wiedie, secy.; R. A. Hochberg, sales mgr.; T. P. Postlethwait, purch. agent. **Adv. Agcy.**—McDaniel-Fisher and Spelman Co., Akron, O.

AKRON SELLE CO., 451 S. High st., Akron 11, O. Metal stampings and

(Continued on Page 188)

Product Index

As a time-saver for readers, this year's Almanac carries an index of products listed in the "Who's Who in the Automotive Industry."

The Product Index will be found adjacent to the Advertisers' Index in the last pages of the Almanac.

Auto Industry Associations

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AMERICAN AUTOMOBILE ASSN., 1712 G St., N. W., Washington 6, D. C. *Executive Vice-President, Russell E. Singer.*

AMERICAN FINANCE CONFERENCE, Suite 1250, 176 W. Adams St., Chicago 3, Ill. *Executive Vice-President, Thomas W. Rogers.*

AMERICAN IRON AND STEEL INSTITUTE, 150 East 42nd St., New York 17, N. Y.

AMERICAN PETROLEUM INSTITUTE, 50 W. 50th St., New York 20, N. Y. *President, Frank M. Porter.*

AMERICAN SOCIETY OF BODY ENGINEERS, INC., Rackham Memorial Bldg., Detroit 2, Mich. *President, Carl E. Hodson.*

AMERICAN TRUCKING ASSNS., INC., 1424 16th St., N.W., Washington 6, D. C. *Managing Director, John V. Lawrence.*

ASSN. OF AMERICAN BATTERY MANUFACTURERS, INC., 19 North Harrison St., East Orange, N. J. *Executive Secretary, S. F. Morris.*

AUTOMOBILE MANUFACTURERS ASSN., 320 New Center Bldg., Detroit 2, Mich. *Managing Director, William J. Cronin.*

AUTOMOTIVE ACCESSORIES MANUFACTURERS OF AMERICA, 20 E. Herman St., Philadelphia, Pa. *Manager, Herman L. Erlichman.*

AUTOMOTIVE AFFILIATED REPRESENTATIVES, 17 W. 60th St., New York 23, N. Y. *Executive Secretary, Ed L. Lee.*

AUTOMOTIVE BOOSTER CLUB INTERNATIONAL, INC., 55 E. Washington St., Chicago 2, Ill. *Executive Secretary, Miss Gretchen E. Rider.*

AUTOMOTIVE ELECTRIC ASSN., 16223 Meyers Rd., Detroit 35, Mich. *Executive Secretary, J. Howard Reed.*

AUTOMOTIVE ENGINE REBUILDERS ASSN., 419 N. Capitol Ave., Indianapolis 4, Ind. *Executive Vice-President, R. G. Patterson.*

AUTOMOTIVE OLD TIMERS, INC., 1780 Broadway, New York 19, N. Y. *President, Willard F. Rockwell.*

AUTOMOTIVE PARTS MANUFACTURERS ASSN., 16219 Meyers Rd., Detroit 35, Mich. *General Manager, Frank Rising.*

AUTOMOTIVE SAFETY FOUNDATION, INC., 200 Ring Bldg., Washington 6, D. C. *President, J. O. Mattson.*

AUTOMOTIVE TRADE ASSN. MANAGERS, 616 Ridgely Bldg., Springfield, Ill. *Secretary, Les Sander.*

CANADIAN AUTOMOTIVE WHOLESALERS' & MANUFACTURERS' ASSN., Room 207, 227 Laurier Ave., W., Ottawa 4, Canada. *Executive Vice-President, T. H. Wheldams.*

HORSELESS CARRIAGE CLUB OF AMERICA, 7730 So. Western Ave., Los Angeles 47, Calif. *Executive Secretary, Truman O. Welch.*

INTER-INDUSTRY HIGHWAY SAFETY COMMITTEE, INC., 1200 18th St. N.W., Washington 6, D. C. *Managing Director, M. R. Darlington, Jr.*

INTERNAL COMBUSTION ENGINE INSTITUTE, Room 914, 201 N. Wells St., Chicago 6, Ill. *Executive Secretary, Charles G. Spice.*

MOTOR AND EQUIPMENT MANUFACTURERS ASSN., 250 West 57th St., New York 19, N. Y. *General Manager, A. M. Sinkinson.*

MOTOR AND EQUIPMENT WHOLESALERS ASSN., 309 W. Jackson Blvd., Chicago 6, Ill. *General Manager, S. W. Roark.*

NATIONAL ASSN. FOR STOCK CAR AUTO RACING, 42 S. Peninsula Dr., Daytona Beach, Fla. *Executive Manager, Pat Purcell.*

NATIONAL ASSN. OF MOTOR BUS OPERATORS, 839 17th St., N.W., Washington 6, D. C. *Secretary-Manager, A. W. Koehler.*

NATIONAL ASSN. OF TAXICAB OWNERS, 803 Leader Bldg., Cleveland 14, O. *Secretary, H. I. Gurlyn.*

NATIONAL AUTOMOBILE DEALERS ASSN., 2000 K. St., N. W., Washington 6, D. C. *Executive Vice-President, Frederick J. Bell.*

NATIONAL AUTOMOBILE TRANSPORTERS ASSN., 1043 National Bank Bldg., Detroit, Mich. *General Manager, R. E. Boizer.*

NATIONAL AUTOMOTIVE PARTS ASSN., 707 Fox Theater Bldg., Detroit 1, Mich. *General Manager R. L. Stacey.*

NATIONAL HIGHWAY USERS CONFERENCE, National Press Bldg., Washington 4, D. C. *Director, Arthur C. Butler.*

NATIONAL INDEPENDENT AUTOMOBILE DEALERS ASSN., 1413 K. St., N. W., Washington, D. C. *Executive Secretary, Eva Mosley.*

NATIONAL STANDARD PARTS ASSN., 33th Floor, 8 South Michigan, Chicago 3, Ill. Washington D. C. Office: 1001 Connecticut Ave., N.W., Suite 1138. *Executive Vice-President, J. L. Wiggins.*

NATIONAL TIRE DEALERS AND RETREADERS ASSN., INC., 1012 14th St., N. W., Washington 5, D. C. *Executive Secretary, Winston W. Marsh.*

NATIONAL TRUCK LEASING SYSTEM, 23 East Jackson Blvd., Chicago 4, Ill. *Executive Director, Martha Dunlap.*

NATIONAL WHEEL AND RIM ASSN., 3663 Forest Park Ave., St. Louis 8, Mo. *Treasurer, H. M. Young.*

NATURAL RUBBER BUREAU, 1631 K St., N. W., Washington 6, D. C. *President and Treasurer, H. C. Bugbee.*

OIL INFORMATION COMMITTEE, 50 W. 50th St., New York 20, N. Y. *Publicity Director, J. Richard Shaner.*

PRIVATE TRUCK COUNCIL OF AMERICA, INC., 714 Shoreham Bldg., Washington 5, D. C. *Managing Director, James D. Mann.*

RUBBER MANUFACTURERS ASSN., 444 Madison Ave., New York 22, N. Y. *President, R. R. Ormsby.*

SOCIETY OF AUTOMOTIVE ENGINEERS, INC., 485 Lexington Ave., New York 17, N. Y. *General Manager, John A. C. Warner.*

SOCIETY OF MOTOR MANUFACTURERS AND TRADERS, LTD., (Great Britain). 17 East 54th St., New York 22, N. Y. *North American Representative, Donald B. Morron.*

TIRE AND RIM ASSN., THE INC., 2001 First National Tower, Akron 8, O. *Executive Vice-President, C. G. Hoover.*

TRUCK BODY AND EQUIPMENT ASSN., INC., 401-402 Washington Board of Trade Bldg., 1616 K St., N.W., Washington 6, D. C. *Executive Manager, Arthur H. Nuesse.*

TRUCK-TRAILER MANUFACTURERS ASSN., INC., 710 Albee Bldg., Washington 5, D. C. *Managing Director, John S. Nolan.*

Who's Who in the Auto Industry

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assemblies. J. B. Hower, pres., gen. mgr., pur agt.; G. H. Crawford, vice-pres., treas.; M. A. Hower, secy.; Malcolm Rowan, sales mgr.; B. R. Hower, wks. mgr.

ALAN WOOD STEEL CO., Conshohocken, Pa. Abrasive rolled steel floor plate, AW super diamond pattern floor plate, cut nails, hot rolled and cold rolled strip and sheets, sheared plate, pig iron. H. R. Wood, pres.; J. T. Whiting, ch. of bd.; C. E. Davis, exec. vice-pres.; H. W. Read, vice-pres.; P. L. Francis, vice-pres., marketing; W. E. Boger, vice-pres., operations; C. L. Jones, secy. & treas.; W. A. Wilson, Jr., adv. mgr.; F. C. Schoen, chief eng.; Clinton Bishop, purch. agent; C. X. Coyle, traffic mgr. **Det. Rep.**—Frank L. Uhas & Co., 427 New Center Bldg. **Adv. Agcy.**—Doremus-Eshleman Co., 1616 Walnut st., Philadelphia 3, Pa. E. Howard York, III, acct. exec.

ALBERTSON & CO., INC., 3100 Lowell, Sioux City 3, Ia. Drills, hole saws, bench grinders, sanders, polishers, valve equipment, valve grinding machines, impact tools. O. Albertson, pres.; H. A. Jacobsen, vice-pres. and gen. mgr.; D. E. Jacobsen, secy.; F. O. Albertson, prod. mgr.; G. M. Moore, sales mgr.; G. Jensen, serv. mgr.; Carl Rasmaussen, pur agt.; M. Anderson, asst. **Det Rep.**—A. L. Fisher, 18574 Fitzpatrick ct. **Adv. Agcy.**—E. W. Sann & Associates, Minneapolis, Minn.

ALBION MALLEABLE IRON CO., No. Albion st., Albion, Mich. Production manufacture of ferritic and pearlitic malleable sand cast or shell cast castings to the following specifications: ferritic malleable, pearlitic malleable. Collins J. Carter, pres., gen. mgr.; Thomas T. Lloyd, vice-pres., works mgr.; Gardner R. Lloyd, secy., adv. mgr.; Arthur L. Eastcott, treas.; James W. Hallock, sales mgr., asst. sales prom. mgr.; John B. Palmer, asst. sales mgr.; Warren R. Baker, serv. mgr.; James P. DeVoir, chf. engr.; Donald E. Dice, pur. agt.; Nicholas J. Jacobs, traf. mgr.; Alden C. Hensel, pub. rel mgr. **Adv. Agcy.**—Rumsey and Associates, Albion, Mich. Jon Rumsey, acct. exec.

ALDRIDGE INDUSTRIAL OILS, INC., 3401 W. 140th st., Cleveland 11, O. Cutting, grinding, quenching and tempering, soluble and thread grinding oils; special lubricants; rust preventives; drawing compounds; automotive and industrial greases; heat treating products. Frank M. Aldridge, pres.; Numan Squire, vice-pres.; Leonard H. Davis, secy.; O. K. Aldridge, treas. **Adv. Agcy.**—Frank Wulf Adv., Cleveland, O.

ALEXANDER-TAGG INDUSTRIES, Jacksonville rd., Hatboro, Pa. Mufflers, heavy duty for trucks, buses, etc., wheel dollies. E. N. Alexander, gen. mgr.; E. R. Alexander, vice-pres.

ALL-POWER MANUFACTURING CO., 400 Roosevelt ave., Montebello, Calif. Ridge reamers, piston groove cleaners and several specialized Ford tools. Paul F. Danielson, pres.; A. M. Merrifield, vice-pres. and dir. of sales; Margaret Danielson, treas.; E. J. Redding, asst. sales mgr.; L. G. Evans, gen. mgr. **Adv. Agcy.**—Uhl Service Adv., Hollywood, Calif.

ALLEGHENY LUDLUM STEEL CORP., Oliver bldg., Pittsburgh 22, Pa. Steel: stainless, tool, electrical, valve, special alloy; carbide metals. H. G. Batcheller, chmn.; E. J. Hanley, pres.; E. A. McCaskey jr., secy.; C. W. King, exec. vice-pres.; W. B. Pierce, vice-pres. of sales; R. S. Ahlbrandt, treas.; C. B. Templeton, adv. mgr.; Emil Kern, vice-pres., engrg.; C. B. Pollock, vice-pres. mfg.; E. L. Bittner, vice-pres. pur.; N. W. Hayson, pur. agt.; L. A. Deringer, traf. mgr.; J. R. Hight, pub. rel. mgr. **Det. Rep.**—I. R. Kiltie, 1500 Jarvis ave., Ferndale 20. **Adv. Agcy.**—W. B. Walker Adv., Inc., Pittsburgh 22. C. P. Richardson, acct. exec.

ALLEN ELECTRIC & EQUIPMENT CO., 2101-17 N. Pitcher st., Kalamazoo 13F, Mich. Tune-up and electrical testing, battery charging and welding equipment. Wade W. Allen, pres.; Ralph L. Countryman, vice-pres., sales mgr.; F. M. VanCampen, dir. of engrg.; R. C. Van Horn, secy., treas.; L. C. Brendel, asst. sales mgr.; Gerald L. Harmauson, adv. mgr.; James E. Donahue, dir. of pur. **Det. Rep.**—18450 Livernois ave., Detroit 21, Mich.

ALLEN INDUSTRIES, INC., 1927 Leland st., Detroit 7, Mich. Automotive cotton products — batts and pads; automotive jute felt—sound deadeners, floor mats and insulators; automotive trim conversion; automotive door panels. S. J. Allen, chmn. of bd.; J. J. Tobias, pres.; H. C. Allen, exec. vice-pres.; O. A. Markus, vice-pres.; D. Schimmel, vice-pres.; R. G. Olson, vice-pres.; D. C. Suhr, vice-pres.; R. D. Kemp, vice-pres. dir. automotive and defense sales div.; Roy C. Miller, vice-pres.; Harold Rossano, traf. mgr. **Det. Rep.**—R. D. Kemp, Robert Amberg, John Redfield, Arthur Dulzo, J. W. Allen, 1927 Leland.

ALLEN PRODUCTS CORP., 20450 Sherwood ave., Detroit 34, Mich. Gasoline door guards, mouldings, seal-all, and taste master; other auto accessories. Norman C. Bauer, pres., sales mgr.; Gerald F. Schultz, vice-pres., pur. agent; Morris Milmet, secy.; Jonathan D. Hyams, treas. **Adv. Agcy.**—Russ Green.

ALLIED INVENTORY CO., INC., 1916 E. 79th st., Chicago 49, Ill. Physical inventory work, calculating services, casual inventory labor. Leo L. Dane, pres., treas. and sales mgr.; Joseph E. Coleman, vice-pres.; Fern Dane, secy.; George Bradtke, gen. mgr.; F. Peterson, wks. mgr.

ALLIED MOTOR PARTS CO., 713 Fox bldg., Detroit 1, Mich. Pistons, piston pins, cylinder sleeves and assemblies, water pumps and parts; valves; valve seat inserts; valve guides, springs, locks and rotating assemblies; chassis parts, king bolts and shackles, tie rod ends, ball joint suspension units, wheel suspension parts. Henry Lansdale, pres., treas.; M. L. Buck, secy. **Adv. Agcy.**—Caldwell-Larkin Co., Indianapolis, Ind. Storey Larkin, acct. exec.

ALLIED PLAN OF SERVICE MERCHANDISING, 342 West Peachtree st., N. W., Atlanta, Ga. Customer follow-up and service promotion plan for automobile dealers. Claude Grizzard jr., partner.

ALLIED PRECISION PRODUCTS, E. San Christopher dr., Dunedin 1, Fla., Automatic mechanical tappets, automobile parts which can be made on automatic screw machines. B. C. Skinner, gen. mgr.; B. L. Skinner, works mgr.

ALLIED PRODUCTS CORP., 12677 Burt rd., Detroit 23, Mich. Special cold forged parts, standard hexagon head cap screws, hardened and precision ground parts, sheet metal dies produced in iron, Allite (zinc alloy) and plastic; R-B interchangeable punches and dies, powdered metal parts, Prototype and short run stampings. Frank H. Bishop, pres.; Selden S. Dickinson, W. S. Jakubowski, C. C. Kamphausen, L. E. Coulter, W. Curtis Miller, L. F. Brown, L. G. Jacques, A. J. Redmond, vice-presidents; W. E. Ray, vice-pres., secy.; V. Leonard Hanna, treas. and cont. **Adv. Agcy.**—Gray & Kilgore, Inc., Detroit, Mich.

ALLIED RESEARCH PROD., INC., 4004-06 E. Monument st., Baltimore 5, Md. Iridite finishes for corrosion protection and ARP paint systems on nonferrous metals and plating brighteners. H. C. Irvin, pres.; J. A. Cairns, sales mgr.; L. C. Kingsbury, vice-pres.; H. C. Quast, treas.; Jules Horlick, secy., wks. mgr.; C. O. Ostrander, dir. of research; H. C. Quast, pur. agt. **Det. Rep.**—L. J. Camill, 15356 Fielding st., (23), **Adv. Agcy.**—Emery Adv. Corp., Baltimore Md. Burton F. Davis, acct. exec.

ALLIS-CHALMERS, Buda Division, Milwaukee, Wis. Diesel and gasoline engines, generator sets, material handling equipment. L. C. Daniels, mgr., Buda Div.; C. L. Thompson, sales mgr. (material handling); M. J. Rotroff, sales mgr. (railroad and ind.); J. C. Baseheart, sales mgr.; H. H. Cohenour, adv. mgr.; R. C. Wieterson, pur. agt.; W. A. McBratney, asst. **Det. Rep.**—Operates out of Harvey, Ill. **Adv. Agcy.**—Bert S. Gittins Advertising, Inc., Milwaukee, Wis. Warren Hutton, acct. exec.

ALLOY RODS CO., P. O. Box 786, York Pa. Electrodes. E. J. Brady, pres.; M. G. Sedam, exec. vice-pres.; E. R. Walsh III, vice-pres. sales; F. L. Blodgett, sales mgr.; C. H. Zarfoss, pur. agt.; C. W. Pilkey, adv. mgr.; J. H. Bell, treas. and compt. **Det. Rep.**—Bird Gas Corp., 12820 Evergreen rd., Detroit 23, Mich.; Robinson Welding Supply Co., 8706 Lyndon ave., Detroit Mich.

ALOFS MANUFACTURING CO., 345-32nd st., Grand Rapids 8, Mich. Metal stampings. H. G. Alofs, pres., treas., gen. mgr.; Gaylor Alofs, vice-pres.; S. M. Cassidy, secy., sales mgr.; George DeRuiter, cf. engr.; Fernley Alofs, pur. agt. **Det. Rep.**—A. L. Moses Co., 1830 So. Woodward, Birmingham, Mich.

ALONDRA SALES, INC., 959 Crenshaw blvd., Los Angeles 19, Calif. Filt-O-Reg fuel pressure regulators and fuel filters. Lawrence Raymond, pres., gen. mgr., sales mgr.; Paul E. Mead, vice-pres., adv. mgr., sales prom. mgr.; John A. White, secy.; Charles Jacobson, vice-pres., treas.; Albert Vanderpoel, cf. engr.; Louis Witte, traf. mgr. **Det. Rep.**—Harry E. Ault, 4685 Charest, Pontiac 18, Mich. **Adv. Agcy.**—Larry Raymond Co., Los Angeles, Calif. John E. Parker, acct. exec.

ALPCO - GUARDIAN MANUFACTURING CO., 2429 S. Halsted st., Chicago 8, Ill. Automobile safety belts. Robert Nordin, pres.

ALPHA MOLYKOTE CORP., 65 Harvard ave., Stamford, Conn. Molykote lubricants. Alfred Sonntag, pres.; David M. Nolte, vice-pres.; Christine Sonntag, treas.; George Walsh, adv. mgr. **Adv. Agcy.**—George Walsh, Vineland, N. J.

ALSOL PRODUCTS CO., 154 Clifford st., Newark, N. J. Auto wax, white tire spray, bug remover, spot and tar removers, auto wash, upholstery shampoo, window, parts, radiator and block cleaners, shock absorber fluid, rubbing compounds, black rubber dressing, chrome polish, cooling system cleaners and sealer, water pump lubricant and rust inhibitors, leather cleaner, silicone polish and cleaner. A. I. Furman, pur. agt., partner; H. S. Furman, partner. **Adv. Agcy.**—Erland Advertising Agency, 18 East 41st st., New York 17, N. Y.

ALTWOOD CO., INC., 1123 Broadway, New York 10, N. Y. Leather luggage, airplane luggage, brief cases, salesmen's cases, travel bars, picnic baskets, custom-made luggage covers, plastic adv. specialties. B. J. Rudikoff, D. F. Rudikoff, officers; B. J. Roberts, sales and adv. mgr.

ALUMINUM ALLOYS CORP., 6650 W. Walton ave., Detroit 10, Mich., Aluminum castings—sand and permanent molds; automotive and aeronautical pistons; Ray Day pistons. Ray E. Day, pres.; Stanley R. Day, vice-pres., gen. mgr. and sales mgr.; L. A. Gerber, treas. and pur. agt.; Patrick W. Kennedy, supt.

ALUMINUM CO. OF AMERICA, Alcoa bldg., Pittsburgh 19, Pa. Aluminum sheet, Alclad sheet, wire, cables, castings, forgings, plate, extruded shapes, rod and bar, structural shapes, screw machine products, rivets, impact extrusions, tube, trailer and truck wheels, pistons, finishing, fabricating and engineering development facilities (Cleveland, Ohio and New Kensington, Pa.) Roy A. Hunt, chmn. exec. com.; Alfred M. Hunt, secy.; E. B. Wilber, treas.; F. L. Magee, exec. vice-pres.; I. W. Wilson, pres.; R. V. Davies, vice-pres. and sales mgr.; Arthur P. Hall, vice-pres. chge. of pub. rel. and adv.; James P. Haight, vice-pres. chg. engrg. and pur.; Ralph O. Keefer, pur. agt.; W. S. McCheaney, mgr., Ind. sales; Alcoa bldg., Pittsburgh 19, Pa. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., Cleveland, Hugh M. Redhead, acct. exec.

ALUMINUM INDUSTRIES, INC., 3670 Werk Rd., Cincinnati 11, O. Aluminum castings; hardened, ground and forged steel parts; aluminum pistons, automotive valves, aluminum paints and concrete curing compounds; automotive replacement engine and chassis parts. Harrison O. Ash, pres. and gen. mgr.; Thomas L. Humble, vice-pres.; W. J. Williams, vice-pres., treas.; R. J. Holtmeir, contr.; R. W. Bowman, vice-pres. paint div.; E. Schnell, works mgr. (Valve div.); W. Klayer, works mgr. (Fdry. div.); R. E. Hater, sales mgr. (Fac. Sales div.); S. M. Kennedy, sales mgr. (Serv. div.); Merle Wolff, public rel. dir.; W. M. Jacob, chief engr. **Det. Rep.**—W. J. Bemb, vice-pres., customer relations; Geo. Stark, Robt. Beaupre, 607

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Who's Who in the Auto Industry

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Fisher bldg. **Adv. Agcy.** — Keelor & Stites Co. Cincinnati 2, O. P. R. Hume, acct. exec.

ALVIN PRODUCTS, INC., 20-22 Houghton st., Worcester 4, Mass. Cold metal solder and filler for auto-body repairs and industrial use, plastic impregnated, fabric patch. C. C. Turner, pres., treas. and gen. mgr. **Adv. Agcy.**—Adcraft, Worcester, Mass. Albert J. Charron, acct. exec.

ALVORD-POLK TOOL CO., Millersburg, Pa. Reamers, milling cutters, end mills, counterbores, spotfacers. M. Edw. Wilt, pres., treas., gen. mgr.; W. A. Shatto, vice-pres.; George F. Wilt, secy., wks. mgr.; O. R. Epler, sales mgr., pur. agt. **Det. Rep.** — Kettenring Tool Co., 11646 Hamilton Ave.

AMALIE DIV., L. SONNEBORN SONS, INC., Franklin, Pa. Motors Oils, lubricants and greases, X-L-O diesel engine oils, anti-gum. R. G. Sonneborn, pres.; C. H. Remmel, sales mgr.; W. E. Hoyer, adv. mgr. **Det. Rep.**—A. G. Pawsey, 15325 Lake ave., Lakewood 7, O. **Adv. Agcy.**—Clifford A. Kroening, Inc., Cleveland, O. Clifford A. Kroening, acct. exec.

AMERICAN AUTO-FELT CORP., 630 Myrtle st., N.W., Grand Rapids 4, Mich. Pads and padding, cotton batts, cotton and automotive sewed parts. W. W. Hoagland, pres.; J. Ginsberg, vice-pres., secy.; H. C. Ripley, treas.; F. Doerner, asst. secy.-treas.; Ivan Clark, pres. of subsidiary, Ivan Clark Mfg. Co.

AMERICAN AUTOMATIC DEVICES CO., 530 S. Throop st., Chicago 7, Ill. Rubber rim mirrors, clearance lights, foto-ray reflectors, flares and flare accessories, gas tank caps, pedal pads, etc. Oliver C. Ritz-Woller, pres., treas., gen. mgr.; Z. C. Ritz-Woller, vice-pres., secy.; W. G. MacMann, sales mgr.; Perry H. Renwick, chief engr.; Gene Paprota, pur. agt.

AMERICAN BODY & TRAILER, INC., 1500 Exchange ave., P. O. Box 1150, Oklahoma City, Okla. Manufacturers of aluminum dry freight and refrigerated van trailers; grain, oilfield, livestock trailers; refrigerated milk, frozen food and beverage bodies. R. R. King, pres.; A. J. Hankinson, vice-pres.; Cliff Barrett, exec. vice-pres. and gen. mgr.; Overton Howard, sales mgr.; Roger Hartman, pur. agt.; Don Glass, parts and access. mgr. **Adv. Agcy.**—Erwin-Wasey and Co., Oklahoma City, Okla. Ellis Gibeon, acct. exec.

AMERICAN BOSCH DIV., American Bosch Arma Corp., 3364 Main st., Springfield 7, Mass. Aircraft and industrial magnetos, automotive generators, voltage regulators, ignition transformers, electric windshield wipers, small motors, fuel injection equipment, jet engine components. Charles W. Perelle, pres. of corp.; Sidney E. Miller, vice-pres. and div. mgr.; Kenneth F. Leaman, vice-pres. and asst. div. mgr.; John H. Flaskamper, vice-pres. sales; Harold R. Sennstrom, vice-pres. engng.; Raymond C. Farrell, controller; Richard C. Keane, mgr. mfrs. sales; W. Thomas Stark, mgr. special products; F. J. Mackey, mgr. serv. sales; Raymond L. Vaughn, adv. mgr.; Fred Behrens, serv. mgr.; Clifford Billingham, pur. agt.; Francis G. Miller, traf. supervisor. **Det. Rep.** — Richard S. Jay, 17330 W. McNichols, Detroit 21, Mich. **Adv. Agcy.**—Humbert & Jones, New York, N. Y. Ralph C. Jones, acct. exec.

AMERICAN BRAKE SHOE CO., Kellogg Div., 97 Humboldt st., Rochester 9, N. Y. Air compressors. William T. Kelly jr., pres.; George N. Decker, first vice-pres.; J. Robert Pauline, vice-pres.; Fred L. Cogswell, vice-pres.; William J. Foley, serv. mgr.; Donald S. Judd, pur. agt. **Det. Rep.**—Don Sullivan, 4600 Merritt ave. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., 1501 Euclid ave., Cleveland, W. W. Horine, acct. exec.

AMERICAN BRAKEBLOK DIV., American Brake Shoe Co., 4600 Merritt ave., Detroit 9, Mich. Brake linings. M. B. Terry, pres.; D. K. Rennie, vice-pres.; J. D. Hinton, gen. sales mgr.; U. B. Grannis, original equip. sales mgr.; H. M. Siverts, replacement sales mgr.; R. F. Hermohlen, asst. replacement sales mgr.; T. H. Bartlett, mgr., A-B-K sales; H. C. Wehr, Jr., sales prom., adv. mgr.; G. C. Maul, pur. agt. **Adv. Agcy.**—Fuller & Smith & Ross, Cleveland, E. J. Martin, acct. exec.

AMERICAN BRASS CO., 414 Meadow st., Waterbury 20, Conn. Rod, sheet, tube, wire, shapes, eyelets, stampings, flexible metal hose, extruded shapes, forgings. John A. Coe, pres.; W. M. Moffatt, exec. vice-pres.; S. H. Wardell, vice-pres. mfg.; E. M. Bleser, secy.-treas.; J. Lockwood, vice-pres., sales; E. B. Tracy, sales mgr.; M. B. Allan, asst. sales mgr.; R. F. Puffer, asst. sales mgr.; Joseph F. Hobbins, adv. mgr.; Carl E. Woodward, dir. sales prom.; E. A. Lane, pur. agt.; David Diggetts, traf. mgr. **Det. Rep.**—T. B. Smith, sales mgr., 174 S. Clark ave., Detroit 31, Mich. **Adv. Agcy.**—Kenyon & Eckhardt, New York City. W. H. Green, acct. exec.

AMERICAN CAN CO., 100 Park ave., New York 17, N. Y. Antifreeze, motor oil, auto polish (wax, liquid and paste), radiator cleaner, enamel, paint, touch-up and fuel additive cans. W. C. Stolk, pres.; F. G. Jewett, adv. mgr.; E. K. Walsh, gen. mgr. sales. **Det. Rep.**—R. G. Warmbold, 7430 Second blvd. **Adv. Agcy.**—Compton Advertising, Inc., New York, N. Y. Willard Heggen, vice-pres.

AMERICAN CHAIN & CABLE CO., INC., Automotive & Aircraft Co., 601 Stephenson bldg., Detroit 2, Mich. Tru-stop drive shaft emergency brakes, brake cable controls, push-pull controls. C. N. Johns, pres.; Harry Williams, vice-pres., sales mgr.; A. C. Laske, secy.; Stanley Mann, treas.; A. H. Kapnick, works mgr.; E. V. Creagh, adv. mgr., sales prom. mgr. **Adv. Agcy.**—Reincke, Meyer & Finn., Chicago 11, Ill. James O. Peck, acct. exec.

AMERICAN CHAIN DIV., American Chain & Cable Co., Inc., 454 E. Princess st., York, Pa. Tire chains, farm tractor chains, cotter pins, towing and sling chains, tire chain tools, tire chain repair parts. W. F. Wheeler, chmn. of the bd.; C. N. Johns (N. Y.), pres.; W. B. Iiko, sls. mgr., (York, Pa.), vice-pres.; A. C. Laske, secy.-Treas.; Stanley Mann (Bridgeport), treas.; J. J. Thiebauth (York, Pa.), products mgr., sales; E. S. Lathrop (York, Pa.), plant mgr.; Clifford G. Strote (Bridgeport), dir. of pur.; H. G. Wineman, pur. agt. (York, Pa.); E. V. Creagh (Bridgeport), adv. mgr. **Adv. Agcy.**—Reincke, Meyer & Finn, Inc., Chicago 11, Ill. Wallace Meyer, acct. exec.

AMERICAN CHEMICAL PAINT CO., Ambler, Pa. Granodine, Permadine, Rodine, Lithoform, Thermoil Granodine, Deoxidine, Alodine, Granodraw. Leon Cherksey, chmn. of bd.; G. C. Romig, pres.; L. Slingluff, secy.; R. M. Naylor, treas.; J. O. J. Shellenberger, vice-pres., dir. of marketing; F. P. Spruance, jr., vice-pres., sls. mgr.; E. A. Snyder, dir. of pur.; A. Douty, research dir.; J. D. Breen, adv. mgr.; W. Graham Smith, wks. mgr.; J. Biery, cf. engr.; J. Roberto, traf. mgr. Branches: Detroit, Mich.; St. Joseph, Mo.; Niles, Calif.; Windsor, Ont. **Adv. Agcy.**—Gray & Robers, 12 S. 12th st., Philadelphia 7, Pa.

AMERICAN ELITE, 7 Park ave., New York, N. Y. Blue Spot FM-AM auto radios imported from Western Germany. Michael Von Mandel, pres.; Dick Karmazin, sales mgr. **Adv. Agcy.**—Silberstein and Goldsmith, 16 E. 40th st., New York. Al Braun, acct. exec.

AMERICAN ENKA CORP., 530 Fifth ave., New York 36, N. Y. "Jetspun," Solution-dyed rayon filament yarn used extensively in seat cover and original trim fabrics. John E. Bassill, pres.; Gaylord Davis, finance vice-pres.; Dr. Martin Wadewitz, prod. vice-pres.; Dr. J. L. Bitter, research vice-pres.; M. W. Winger jr., secy.; G. V. Hager, treas.; C. C. Bassett jr., gen. sales mgr.; T. R. Thayer, ind. sales mgr.; M. B. Carr, textile sales mgr.; C. L. Hayden, asst. textile sales mgr.; Kenneth N. Bacon, adv. and sales prom. mgr.; William B. Shepard, rayon staple sales mgr.; W. F. P. Coxe, pur. agt. **Adv. Agcy.**—Anderson & Cairns, Inc., 130 East 59th st., New York, N. Y. Ralph Tanner, acct. exec.

AMERICAN FELT CO., Glenville, Conn. Wool felts, S.A.E. felts, oil foil seals, wicks, rolls, sheets, strips (cut to specifications). W. H. Lehmberg, pres.; J. F. Marshall, vice-pres., gen. mgr.; Geo. S. Mumford jr., secy.; J. H. Burnes, treas.; J. F. Marshall, sales and adv. mgr.; C. E. Foggett, chief engr.; K. R. Peattie, pur. agt.; G. P. McShane, asst.; H. F. Roche, traf. mgr. **Det. Rep.**—H. B. Foersterling, mgr.; F. G. Seaver, supt., 3000 E. Jefferson ave., Detroit 7, Mich. **Adv. Agcy.**—St. Georges and Keyes, Inc., 250 Park Ave., New York 17, N. Y.

AMERICAN FINISHING CO., P. O. Box 416, Memphis 1, Tenn. Vinyl and pyroxylin coated fabrics, cotton trim cloth, head linings, any type cotton textiles. C. F. Goodman, pres.; Abe Goodman, vice-pres.; J. O'H. Finlay, vice-pres., secy.; Wm. W. Goodman, chmn., treas.; L. W. O'Bannon, asst. secy.; C. H. Tapp, vice-pres. finish; H. Rosenberg, vice-pres. coating; W. L. Simon, vice-pres., sales; Stanley Miekicki, chief chemist; M. S. Felsenthal, pur. agt.

AMERICAN FORGING & SOCKET CO., Pontiac 19, Mich. Pressed metal stampings, and assemblies. Seat adjusters, seats and seat backs, brake levers, hinges, gearshift housings, window guides, hood locks, air ducts, radiator grilles, armament materiels, farm implement parts, miscellaneous parts. Goodloe H. Rogers, pres., gen. mgr.; Fred G. Hawke, secy.-treas.; Robert B. Stewart, asst. to pres.; J. D. Boardman, C. S. McCarthy, F. J. McElhaney, W. L. McRae, sales reps.; Roy E. Woolens, factory mgr.; C. S. McCarthy, dir. of engrg.; J. C. Holiens, pur. agt.

AMERICAN GENERATOR & ARMATURE CO., 6100 West Grand ave., Chicago 39, Ill. Automotive armatures, generators and starters, farm tractor equipment, dynamotors, fractional H.P. motors. M. Resnick, pres.; S. Resnick, vice-pres. and pur. agt.; N. Shalin, gen. mgr. and sales mgr.

AMERICAN GREASE STICK CO., 1146 Hoyt st., Muskegon, Mich. Door-Ease stainless stick lubricant, dripless oil, graphited lock fluid, rubber lubricant. Harold Rosen, gen. mgr.; Leo S. Rosen, sales mgr.; Douglas A. Rosen, sales prom. mgr.; C. W. Smith, asst. sales mgr. **Det. Rep.**—A. Rus Wendell Co. **Adv. Agcy.**—Illinois Simmonds & Simmonds, Chicago, Ill. Phil Tobias jr., acct. exec.

AMERICAN INSTALLMENT CREDIT CORP. (American Bank Credit Plan), 103 Park ave., New York 17, N. Y. Automobile finance. George C. Johnstone, pres.; P. A. MacSween, exec. vice-pres.; Karl P. Anderson, secy.; J. P. Christianson, treas.

AMERICAN LACQUER SOLVENTS CO., P. O. Box 271, Phoenixville, Pa. Automotive lacquers, enamels, lacquer thinners, enamel reducers and special finishes. Harry E. Stone, pres. and treas.; Ernest H. Grice, vice-pres., gen. mgr., pur. agt. **Adv. Agcy.**—John P. Eldridge, Philadelphia, Pa.

AMERICAN LaFRANCE CORP., 164 E.

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Just Like The Good Old Days—Only BETTER!

TELEVISION: A sponsor using today's most popular advertising medium reaches an average of 7.9 MILLION families in the average nighttime minute.* And, depending on the program buy, the sponsor's commercial message allowance generally ranges from two to six minutes.

RADIO: A sponsor using the CBS Radio Network IMPACT plan complements and insures television's effectiveness. He reaches a net of 8.3 MILLION families and he delivers over three minutes of commercial messages per family—at the most efficient costs in all advertising.

**He does far better than that across the street, on CBS Television.*

Who's Who in the Auto Industry

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LaFrance, Elmira, N. Y. Municipal fire apparatus, pumpers and aerial ladders, crash fire trucks, air foam trucks, fire fighting equipment. J. F. Connaughton, pres.; W. M. Price, exec. vice-pres.; G. J. Halpin, vice-pres. of sales; H. M. Keyser, secy-treas.; F. A. Rauh, works mgr.; H. A. Strain, F.P.E. sales mgr.; A. G. Sheppard, chief engr.; F. R. Baker, pur. agt.; L. C. LaVelle, parts and acces. mgr.; J. J. DeLaney, traf. mgr. **Adv. Agcy.**—Mellor Advertising Agency, Elmira, N. Y. Geo. A. Mellor, acct. exec.

AMERICAN LIQUID GAS CORP., 1109 Santa Fe ave., Los Angeles, Calif. Carburetors, converters, regulators, filters and installation kits for liquid petroleum gas conversion of internal combustion engines; complete L. P. gas service station equipment. Harold W. Smith, pres.; William T. Hagny, exec. vice-pres., secy.; D. W. Pierce jr., treas.; Robert E. Barnes, vice-pres., carburetion div.; Lester L. Luxon, vice-pres. gas plant div.; chief engr.; Rudy Bilcik, pur. agt. **Det. Rep.** — Willard Asher, 424 Book bldg., Detroit 26. **Adv. Agcy.**—Mack-Wharton Adv. Agcy., Los Angeles, Calif.

AMERICAN METAL PRODUCTS CO., 5959 Linsdale ave., Detroit 4, Mich. Welded steel, stamped and tubular assemblies, forgings, zigzag seat assemblies, axle housings, bumpers, hood hinges, torquqe positioning seat adjuster, aircraft engine components, material handling racks, and adjustable, patented shelving for small parts storage, F. C. Matthaei, chmn. of the bd.; D. F. Roby, pres.; A. M. Mras, exec. vice-pres. and treas.; F. C. Matthaei jr., secy.; vice-presidents: F. S. Laurie, mfg., R. J. Williams, engrg.; P. M. Corp, prod.; E. W. Yount, sales; S. D. Bullock, dir. of pur.; F. E. Diefendorf, sales rep.; Roland Spedden, adv. mgr.; J. O'Sullivan, traf. mgr.

AMERICAN METASEAL OF DETROIT, 18666 Fitzpatrick, Detroit 28, Mich. Chemical finishing services, impregnating, conversion coatings, etc. Plastic resins for tooling, impregnating, waterproofing, bonding, etc. Solid film lubricants. Lowell Palmer, pres.; George J. Caudron, gen. mgr., chief engr.; Joseph Horvath, works mgr.; Gerald J. Haviland, sales mgr.

AMERICAN MOTORS CORP., 14250 Plymouth rd., Detroit 32, Mich. Rambler, Nash, Hudson and Metropolitan automobiles; home and commercial appliances; defense products; aircraft parts; plastics. George Romney, pres. and board chmn.; Roy D. Chapin jr., exec. vice-pres. and gen. mgr. of Automotive Div.; B. A. Chapman, exec. vice-pres. and gen. mgr. of Appliance Div.; S. G. Baits, vice-pres. and gen. mgr. of Special Products Div.; John L. Brown jr., vice-pres., secy. and asst. to pres.; C. T. Lawson, vice-pres.; J. J. Timpy, vice-pres.; Richard T. Purdy, vice-pres. of finance and treas.; Edward L. Cushman, vice-pres. of ind. rel.; William H. McGaughey, vice-pres. of communications; E. W. Bernitt, vice-pres. of auto operations; Meade F. Moore, vice-pres. of auto research; Roy Abernethy, vice-pres. of auto distr. and mktg.; John W. Raisbeck, vice-pres. of auto sales optns.; J. W. Eskridge, vice-pres. of mfg., Special Products Div.; Dr. L. A. Philipp, vice-pres. of appliance research; W. L. Jeffrey, vice-pres. and gen. mgr. of Kelvinator Div.; H. L. Travis, vice-pres. of Kelvinator sales; E. L. Wilcox, vice-pres. of Kelvinator export; D. P. Else, comptroller; V. E. Boyd, automotive field sales mgr.; James W. Watson, sales mgr. of Metropolitans; James A. Lee, dir. of procurement; Fred W. Adams, dir. of auto. adv. and merch.; L. W. Stevens, dir. of dealer development; John H. McGuckin, auto. merch. mgr.; E. B. Brogan, mgr. of Rambler adv.; A. D. Gage, mgr. of Nash, Hudson and Metropolitan adv.; R. H. Isbrandt, dir. of auto. eng.; W. S. Berry, dir. of auto. research; Edmund E. Anderson, dir. of auto. styling; W. L. Courage, dir. of mktg.; and analysis; W. B. Ramsey, dir. of auto. govt. and fleet sales; M. A. Saunders, asst. sales mgr.—East; George R. Browder, asst. sales mgr.—West; A. E. Tracy, Eastern Div. sales mgr.; W. A. Fullerton, Central Div. sales mgr.; L. E. Stewart, Midwestern Div. sales mgr.; R. R. Compton, Western Div. sales mgr.; Floyd Kishline, chief engr.; Carl E. Cenzer, exec. body engr.; J. W. Mueller, Kenosha works mgr.; Julius Riedl, Milwaukee works mgr.; Robert K. Seidel, Parts Div. mgr.; C. M. Tillinghast, gen. parts and ser. mgr.; D. L. McLellan, parts and ser. adm. mgr.; Glenn S. Potter, parts and ser. field opns. mgr.; John S. Krider, Nash parts and ser. prom. mgr.; C. C. McKellar, Hudson parts and ser. prom. mgr.; H. E. Cardoze jr., nat. used car mgr.; R. J. MacCulley, shows and exhibits mgr.; R. J. Molloy, sales training mgr.; W. H. Thoreson, dir. of auto. export; M. L. Hudson, dir. of auto. export sales; Howard E. Hallas, dir. of pub. rel.; John A Conde, mgr. of pub. rel. services; Thomas M. Hewitt, auto. pub. mgr.; John R. Pichurski, auto. press rels. mgr. **Adv. Agcy.**—Geyer Advertising, Inc., New York and Detroit, John Henry, acct. exec.

AMERICAN MUFFLER CO., 1280 Tremont st., Boston 20, Mass. Hand choke adaptors, auto clothes carriers, tailpipe hangers, muffler clamps, keytainers, key blanks. Alex Karpoff, pres.; Albert Bates, gen. mgr.; John Melanson, works mgr.; Alex Korpoff, sales mgr. **Det. Rep.**—Mark Berman, 2722 Webb ave. **Adv. Agcy.** — Hirshon-Garfield Co., Boston, Mass.

AMERICAN OCTANATOR CORP., 2167 Industrial Trust bldg., Pawtucket, R. I. Air filter and humidifying device, magnetic, radiator cleaner and water softening device, direction signal and rear view mirror. Antoine Gazda, pres.; Robert Perret, vice-pres., secy-treas.; C. S. Morrell, sales and plant mgr.

AMERICAN OPTICAL CO., 60 Mechanic st., Southbridge, Mass. Industrial safety equipment, sun glasses. E. W. Schumacher, pres.; Dr. Brian O'Brien, R. J. Davis, I. W. Wilson, H. S. Woodbridge, vice-presidents; W. J. Dreves, vice-pres. for finances and treas.; J. O. Martin, secy.; J. B. Sly, gen. counsel; J. E. Rischitelli, compt.; C. E. Hart, export sales mgr.; G. A. Anderson, dir. of pub. rel. **Adv. Agcy**—Sutherland-Abbott, 234 Clarendon st., Boston 16, Mass. D. D. Douglass, acct. exec.

AMERICAN PAINT CO., 902 N. Larrabee st., Chicago 10, Ill. Lacquer, synthetic enamels, undercoatings. U. M. Roberts, pres.; W. A. Larson, vice-pres.; P. R. White, secy.; E. M. Anderson, treas.

AMERICAN PLAN CORP., 99 Park ave., New York, N. Y. Specialists in automobile physical damage insurance requirements of self-financing automobile dealers, and financial institutions. Mark M. Hart, pres. and chmn. of the bd.; Clyde Cunnagin, exec. vice-pres.; Mort Weinberg, vice-pres. and treas.; Wm. L. Olsen, secy.; G. J. Wink, asst. treas.; R. W. Hart, asst. secy.; C. S. Williams, asst. secy.; J. R. Grasso, asst. treas.

AMERICAN POTASH & CHEMICAL Corp., 3030 West Sixth st., Los Angeles 54, Calif. Packaged refrigerants, Peter Colefax, pres.; G. S. Wheaton, vice-pres.; R. J. Hefler, secy.; L. A. Adams, treas.; R. S. Sunderlin, plant mgr.; W. J. F. Francis, vice-pres. of sales; George A. Schnier, sales mgr.; B. F. Nelson, asst. sales mgr.; Fredrick Torn, chf. engr.; L. H. Cornelius, pur. agt.; C. M. Quinn, traffic mgr. **Det. Rep.**—Mr. O. J. Kesti, 17346 Fielding ave. **Adv. Agcy.**—McCarty Co., Los Angeles, Calif. Walker Y. Brooks, acct. exec.

AMERICAN SAND-BANUM CO., INC. Meadow Brook National Bank Bldg., Freeport, N. Y. Sand-Banum Special, automobile radiator treatment in tablet form. Louis Bradie, pres.; F. Fuligrabe, secy.; Ray Hawley, adv. mgr.

AMERICAN SCREW CO., 1670 West Main st., Willimantic, Conn. Machine screws, sems lockwasher assemblies, tapping screws, thread cutting screws, wood screws. E. E. Clark, pres., gen. mgr.; V. J. Roddy, exec. vic-pres.; George A. Baker, Jr., vice-pres.; George A. Jessop, treas.; Arthur L. Fleck, vice-pres., sales; J. J. Coy, gen. sales mgr.; R. J. Laboissonniere, sales prom. mgr.; Herman Muenchinger, dir. of research; Wallace Smedley, pur. agt.; William McCoy, traf. mgr. **Det. Rep.**—Walter Gibbs. **Adv. Agcy.**—Sutherland-Abbott, 234 Clarendon st., Boston 16, Mass.

AMERICAN SEATING CO., 9th and Broadway, Grand Rapids 2, Mich. City Service, suburban and inter-city bus seats, school furniture, church seating, theatre seats, folding chairs. H. M. Taliaferro, pres.; J. M. VerMeulen, exec. vice-pres.; J. E. Heidgen, fin. vice-pres.; W. F. Jacobitz, factory gen. mgr.; R. A. Smith, transp. sales mgr.; J. J. Thompson, gen. sales mgr.; Louis W. Brant, merch. mgr.; K. J. Barclay, transp. prod. mgr.; W. E. Backus, adv. mgr.; C. E. Nelson, asst.; J. C. Dexter, sls. prom. mgr.; B. W. Henrikson, res. & dev. mgr.; G. J. Rooney, pur. agt.; J. B. Gribbell, traf. mgr. **Adv. Agcy.**—Brooke, Smith, French & Dorrance, Inc., Detroit, Mich. Mr. Jack Williams, acct. exec.

AMERICAN SPONGE & CHAMOIS CO., INC., 49-51 Ann st., New York 38, N. Y. Natural sponges, cellulose sponges, domestic chamois, imported English and French chamois, Loofas, cleaning cloths, car washing mitts. Arthur J. Sloss, pres.; Edward C. Riley, exec. vice-pres., gen. mgr.; Sam C. Ness, Jerome M. Stern, vice-presidents; James L. Schatz, secy.; Charles L. Lipsig, treas. **Det. Rep.**—John J. Mansell, 1423 Franklin st., Detroit, Mich. **Adv. Agcy.**—Curtis Adv. Co., One Park ave., New York, N. Y.

AMERICAN SPRING & WIRE SPECIALTY CO., 516 N. Spaulding ave., Chicago 51, Ill. All types of springs; compression, extension and torsion; wire forms and light metal stampings. Stanley P. Dyba, pres.; I. H. Dyba, vice-pres.; E. C. Spaak, wks. mgr.; Paul R. Thompson, sales mgr.; John Shields, chief engr.; Henry L. Schroeder, pur. agt.; Karl Kalas, asst.; E. F. Lessner, traf. mgr.; Lucille Wesner, pub. rel. mgr. **Det. Rep.**—E. H. VanNorwick, Jaikins bldg., Room 220, 1100 N. Woodward ave., Birmingham, Mich.

AMERICAN STAGE EQUIPMENT & IRON WORKS, INC., 805 E. 134th st., New York 54, N. Y. Auto display turntables. Peter Tozzi, pres.; John Karey, vice-pres.; Stanley Powell, secy.; Sidney Hauptman, treas.; Ernest M. Faber, sales mgr., adv. mgr., Michael Tozzi, cf. engr., pur. agt.

AMERICAN STEEL & WIRE, Div. U. S. Steel Corp., Rockefeller bldg., Cleveland 13, O. Cold rolled and stainless steel strip, springs, spring wire, control cable. Van H. Leichliter, pres.; H. M. Francis, vice-pres. in chge. of sales; M. D. Millard, gen. sales mgr.; O. B. Stauffer, adv. mgr. **Det. Rep.** — E. A. Murray, Dist. Sales Mgr., General Motors Bldg., Detroit, Mich.

AMERICAN TAPE CO., 1605 Elmwood st. (mailing address, P. O. Box 694), Port Huron, Mich. Pressure sensitive adhesive tapes. Chris Kurzweil, pres.; H. B. Korman, secy.-treas.; G. R. Orrill, works mgr., pur. agt.; Mel D. Petrie, sales mgr.; F. N. Kisbany, cf. engr. **Det. Rep.**—Art Weber, 4058 Beaufait, Detroit, Mich. **Adv. Agcy.**—Rolfe C. Spinning, Inc., 5057 Woodward ave., Detroit 2, Mich.

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AMERICAN TWIST DRILL CO., 14301 W. Chicago blvd., Detroit 28, Mich. High speed steel twist drills. Wm. F. Murray, pres.; H. M. Campbell, vice-pres., pur. agt.; J. W. Wagus, sales mgr.; D. Liberty, chief engr.

AMERICAN VISCOSE CORP., 1617 Pennsylvania blvd., Philadelphia 3, Pa. Avisco rayon fibers, yarns and tire cord; Avisco acetate fibers; Avisco cellophane. Dr. Frank H. Reichel, chmn of bd.; Harry L. Dalton, vice-chmn. of bd.; Gerald S. Tompkins, pres.; Henry H. Bitler, vice-pres.; William H. Brown, vice-pres., treas.; Dr. Herschel H. Cudd, vice-pres., res. and development; George L. Storm, vice-pres., gen. mgr., rayon div.; P. E. Hill, gen. mgr., acetate div.; H. J. Michel, gen. mgr., film div.; C. Stuart Brown, adv. mgr. **Adv. Agcy.**—N. W. Ayer & Son, Inc., Philadelphia, Pa.

AMERICAN WELDING & MFG. CO., Dietz rd., Warren, O. Industrial products, rings, bands and welded components. William J. Sampson jr., pres.; E. W. Wilhelmy, vice-pres., fin. & secy.; M. R. Minnick, vice-pres., sales; H. E. Kaighin, vice-pres.; H. H. Alden, treas.; H. D. Malone, mgr., indus. sales; H. H. Armstrong, mgr. building products sales; S. T. Hunter, admn. adv., sales prom.; T. E. Herr, chief engr.; C. L. Miller, pur. agent; A. H. Smock, traffic mgr. **Det. Rep.**—Norwood & Krauss, 5-254 General Motors bldg. **Adv. Agcy.**—The Bayless-Kerr Co., Cleveland, O.—Warren office—5939 Youngstown rd., S. E.

AMERICAN WINDOW GLASS CO., Farmers Bank bldg., Pittsburgh 22, Pa. Safety glass. O. G. Schwenk, pres.; J. L. Williams, exec. vice-pres.; C. M. Wescott, vice-pres., sales; H. D. Menoher, gen. supt. factories; C. F. Wood, chief engr.; H. W. Stedeford, pur. agt.; W. T. Lowe, traf. mgr.; John Morris, dir. indl. rel. **Det. Rep.** — S. G. Eichler, 5-155 General Motors bldg., Detroit 2, Mich. **Adv. Agcy.**—W. S. Walker, Oliver bldg., Pittsburg, Pa.

AMES CO., B. C., 12 Ames st., Waltham 54, Mass Cylinder gauges, micrometer dial indicators, micrometer dial gauges. Warren Ames, pres. and gen. mgr.; H. G. Haynes, secy.-treas. and pur. agt.; H. B. Kruse, sales mgr. **Det. Rep.**—B. C. Ames Co., 719 New Center bldg., Detroit. **Adv. Agcy.**—H. A. Loudon, Adv., Inc., Statler Office bldg., Boston 16.

AMMCO TOOLS, INC., 2100 Commonwealth ave., North Chicago, Ill. Brake drum lathes, brake shoe grinders, brake drum micrometers, brake shoe setting gages, brake hones, brake bleeders, brake efficiency testers, torque wrenches, con rod aligners, small bore hones, ridge reamers, cylinder hones, honing machines, main and camshaft bearing boring machines, cylinder surfacing hones, foot switches. Fred G. Wacker, Jr., pres.; Marty Bazner, Sr., vice-pres. sales; Robert Billeter, vice-pres. engr.; Frank Van Parys, vice-pres. prod.; Frank Westphal, treas.; Richard D. Stevenson, adv. and serv. mgr.; Art Komarek, pur. agt.; J. Haynes, secy. **Adv. Agcy.**—Arthur R. Mogge, Inc., 333 N. Michigan ave., Chicago, Ill. Ed J. Lund, acct. exec.

AMMERMAN CO., INC., 110 North 2nd st., Minneapolis 1, Minn. Airxpeler overhead and underfloor exhaust eliminating systems. Airxpeler power roof ventilators and twist lock tailpipe adaptors. C. L. Ammerman, pres., sales mgr.; D. S. Ammerman, vice-pres.; T. L. Ammerman, secy., cf. engr.; E. A. Ammerman, treas., gen. mgr., pur. agt. **Det. Rep.**—John F. Wolff Co., Inc., 726 Lothrop, Detroit 2, Mich. **Adv. Agcy.**—John H. McGuire, St. Paul, Minn.

AMOS MOLDED PLASTICS, Div. of Amos-Thompson Corp., South Kyle st., Edinburg, Ind. Injection molded thermoplastic parts. Dale Amos, pres.; J. C. Kazimier, vice-pres.; Frank Dell, sales mgr.; Dale Hickey, chief engr.; H. L. Conover, secy. & adv. mgr. **Det. Rep.**—Fred A. Cole, 225 East Baltimore ave., Detroit 2, Mich. **Adv. Agcy.**—Caldwell, Larkin & Sidener and Van Riper, Indianapolis, Ind. Horace Moorman, acct. exec.

AMPLEX DIV., CHRYSLER CORP., 6501 Harper ave., Detroit 31, Mich. Oilite metal powder products for corporation, civilian and military use. G. W. Trichel; D. B. Martin, vice-pres. in chg. of sales; Nicholas Kelley jr., vice-pres.; W. J. Simons, asst. treas.; K. M. Eyestone, secy.; H. F. Diegel, compt.; B. C. Heuman, works mgr.; William Kirk, supt.; R. E. Blue, chief engr.; M. L. Cobb, planning supt.; K. H. Kuhlen, sales mgr. **Adv. Agcy.**—Zimmer, Keller and Calvert, Detroit, Mich. V. E. Butterly, acct. exec.

AMPLEX ENGINEERING CO., INC., 2510 Grand ave., New Castle, Ind. Die cast automobile wheel balancing weights. W. N. Waters, pres., gen. mgr.; Russell Waters, vice-pres., wks. mgr.; Ruth Hays, secy.

ANCHOR PLASTICS CO., INC., 36-36 36th st., Long Island City 6, N. Y. Decorative chromelike trip strip for automobiles, precision custom extrusions in thermoplastics (rods, tubes, shapes), mouldings, fuel lines, nylon extrusions, glass runs. Richard A. Fisch, pres.; R. Marx, adv. mgr. **Det. Rep.**— Jack Frank, 23912 Kean ave., Dearborn 7, Mich. **Adv. Agcy.** — Richard & Gunther, Inc., New York City.

ANDERSON CO., INC., O. L., 1347 Fort st. east, Detroit 7, Mich. Fuel tanks, power brake vacuum tanks, sheet metal sub assemblies, stampings, experimental or sample work. Herman J. Koch, pres.; Joe C. Cook, vice-pres., sales mgr.; Geo. J. Jones, vice-pres., wks. mgr.; M. D. Wilson, secy., treas.; Henry Higgins, pur. agt.; R. B. Koch, asst. secy. and treas. **Adv. Agcy.**—Atherton Adv. Agency, Detroit, Mich.

ANDERSON CO., THE, 1075 Grant, Gary, Ind. Windshield wiper blades, wiper arms, motors, windshield washers and motor regulators, windshield washers and solvent, outside rear-view mirrors and granulated hand soap. John W. Anderson, pres. and gen. mgr.; Edward Larson, exec. vice-pres., treas.; Richard S. Melvin, secy.; K. W. Wittenberg., wks. mgr.; H. G. Rudd, gen. sales mgr.; S. J. Okleja, chief tool engr.; C. E. Hulbert, pur. agt. **Det. Rep.**—J. J. Griffin, 1010 Fisher bldg., Detroit. **Adv. Agcy.**—Reincke, Meyer & Finn, Chicago, Ill. Wallace Meyer, acct. exec.

ANDERSON-PRICHARD OIL CORP., Liberty Bank bldg., Oklahoma City 2, Okla. By-products of petroleum. Roland Rodman, pres.; C. H. Dresser, Ind. sales vice-pres.; Neale Boyd, secy., treas.; R. C. Arnold, pur. agt.; James R. Lewallen, traf. mgr.; W. G. Hume, sales prom. mgr. **Det. Rep.**—Grow Solvent Co., 14100 Stansbury ave., Detroit 27, Mich. **Adv. Agcy.**—Erwin Wasey Co., First National Bank bldg., Oklahoma City, Okla.

ANSONIA MILLS, INC., 350 Fifth ave., New York, N. Y. Elastic fabrics, David F. Squire, pres.; Abram Berkowitz, secy.; Leonard K. Berkowitz, treas. and chmn., wks. mgr.; David F. Squire, sales mgr. **Adv. Agcy.**—Bachenheimer-Lewis, Inc., New York, N. Y.

ANSTED CORP., 1428 W. Henry st., Indianapolis 7, Ind. Automobile fenders, hoods, body parts and miscellaneous large stampings, commercial bodies. W. B. Ansted jr., pres.; L. E. Clark, exec. vice-pres.; C. A. Myers, vice-pres., sales mfg.; L. B. Rueter, chief engr.; G. S. Digel, vice-pres., pur.; Earl H. Coffey, supt.; Todd W. DeHaven, asst. supt.

ANTHES FORCE OILER CO., 20th st. and Ave. M., Fort Madison, Ia. Highway safety equipment (flares, fusees, flags, reflectors, mirrors, directional signals, clearance and marker lights, stop lights, fire extinguishers, first aid kits, and construction torches. G. P. Anthes, pres.; A. Anthes Smith, vice-pres., sales mgr.; Fred O. Lambert, secy., treas. and pur. agt.; W. P. Tolbert, works mgr.; W. P. Tolbert jr., chief engr. **Det. Rep.**—M. M. Wendell Co., 8-254 General Motors bldg. **Adv. Agcy.**—Clement T. Hanson, Moline, Ill.

ANTHONY CO., Streater, Ill. Dump bodies, dump trailers, hydraulic hoists, elevating tailgates, hydraulic cylinders and pumps. F. C. McManus, pres.; C. H. Worrells, gen. sales mgr.; P. B. Heflin, secy.; J. E. Lyons, treas.; N. Whitston, prod. mgr.; G. S. Park, chief engr.; W. E. Goebel, parts mgr.; C. T. Tapley, pur. agt.; M. Ryan, traf. mgr. **Det. Rep.**—Frank L. Jursik Co., 21415 Mound rd., P. O. Box 612, Base Line, Mich. N. Y. **Rep.**—Howard Campbell, Harborside Terminal bldg., 34 Exchange Place, Jersey City, N. J.

ANZICK MFG. CO., 23675 Mound rd., Van Dyke, Mich. Auto body door replacement panels (steel); Experimental and sample auto body sheet metal parts fabrication. A. J. Anzick, pres.; W. Stansberry, vice-pres.; **Det. Rep.**—Roy Baldwin Co. **Ind. Rep.**—Richard Pope. **Adv. Agcy.**—Brindley Roth, Inc., Detroit, Mich. R. Benton Brindley, acct. exec.

APEX MANUFACTURING CO., 1501 Powell st., Emeryville 8, Calif. Garden tractors, quick oil changer, hand and air operated oil dispensers, paper towel dispensers. Lloyd A. Johnson, pres.; Joseph P. Carlevaro, vice-pres., gen. mgr., chief engr.; David P. Perreira, secy.-treas., pub. rel. mgr.; Kelsey J Woods, purch.

APPLETON ELECTRIC CO., 1701-59 Wellington ave., Chicago 13, Ill. Reelites, industrial lighting. Arthur I. Appleton, pres.; F. W. Wehrheim, vice-pres. sales; I. W. Strong, exec. vice-pres.; W. E. Schroeder, treas.; L. Markshaller, Lighting div. mgr.; M. Schreiber, secy.; Elmer V. Aldridge, asst. vice-pres. sales; George Fauser, sales mgr., auto div.; W. C. Wineberg, mgr. adv. dept.; W. A. Robertson, pur. agt.; J. Janecko, asst. **Det. Rep.**—H. A. Buegel, 18035 James Couzens hwy., Detroit. **Adv. Agcy.** — Kencliffe, Breslich & Co., Chicago, Ill. Herman Breslich, acct. exec.

APPLIED ARTS CORP., 365 Lane ave., S.W., Grand Rapids 4, Mich. Precision metal stampings, plating, and assemblies for automotive and home appliances. Clark E. Pardee, sales mgr. Detroit sales office, 413 Curtis bldg., Detroit 2, Mich.

ARCO CO., THE, 7301 Bessemer ave., Cleveland 27, O. Subsidiary of American-Marietta Co. Fast drying enamel, lacquers, synthetic enamels, lacquer and synthetic blacks, undercoats, thinners, rubbing compounds, color bars, color machines, drying lamps, color shading lamps. Kenneth E. Clarke, pres.; E. Spoerry jr., exec. vice-pres.; J. H. Libbey, works mgr.; E. N. Grossman, sales mgr.; E. J. Offtermatt, asst. sales mgr.; A. F. Berliner, adv. and sales promotion mgr.; E. J. Barnhart, chief engr.; L. J. Esther, pur. agt.; George Otto, asst.; E. J. Surtz, traf. mgr. **Adv. Agcy.**—Bayless, Kerr Co., Hanna bldg., Cleveland, O. L. A. Schweizer, acct. exec.

ARKANSAS FUEL OIL CORP., P. O. Box 1117, Shreveport 4, La. Petroleum and petroleum products. J. E. Heston, pres.; H. T. Goss, vice-pres.; J. A. Welch, vice-pres. and mgr. mktg. div.; Burl S. Watson and Erle G. Christian, vice-presidents; P. H. DuVal, vice-pres. and mgr. oil pipeline div.; J. S. Sheffield, secy.; M. J. Lasseigne, treas.; G. E. Cole, mgr., exploration div.; A. H. Weyland, mgr., production; M. F. Wirges, mgr.; Natural Gasoline div.; A. W. Trusty, chief chemist; George Conger, atty.; L. F. Babcock, chief engr.; C. Shinault, dir., serv. dept. (purchasing); Lester Moore, adv. mgr.; V. H. Luneborg, dir. of personnel.

ARLINGTTON ALUMINUM CO., 19011 W. Davison, Detroit 23, Mich. Component parts from aluminum sheet or extrusions; aluminum display frames; aluminum tripod easels. Grant Folin, pres.; David S. Howell, vice-pres. mfg. **Adv. Agcy.**—Thomas & Brewer, Dearborn 7, Mich. Don Brewer, acct. exec.

ARMCO STEEL CORP., 703 Curtis st., Middletown, O. Stainless steel sheets, strip, plate, bars, wire and angles, galvanized steel sheets, zinc-coated steel sheets, strip; aluminum-coated sheets; steel tubing. R. L. Gray, pres.; L. T. Johnston, vice-pres., sales; E. A. Correa, secy ; F D. Danford, treas.; W. B. Quail, mgr. sales div.; R. K. Leedom, adv. mgr.; W. F. Tuttle, chief engr.; J. S. Thomas, pur. agt.; E. H. Dorenbusch, gen. traf. mgr.; H. W. Wright, pub. rel. **Det. Rep.**—P. F. Pardonner, General Motors bldg., Detroit 2, Mich. **Adv. Agcy.**—N. W. Ayer & Son, Inc., Philadelphia, Pa. R. F. Kurtz, acct. exec.

ARMOUR AND CO., N. Benton rd., Alliance, O. Coated abrasions. R. L. Reeves, gen. mgr.; R. N. Christensen, gen. supt.; R. L. Heininger, sales mgr.; R. J. Fete, plant supt.; E. J. Hart, office mgr.; H. M. Wilson, pur. agt. **Det. Rep.**—M. J. Morrison, 75 Oakman blvd., Highland Park 3, Mich. **Adv. Agcy.**—Foote-Cone-Belding, Chicago, Ill.

ARMSTRONG CORK CO., Liberty st., Lancaster, Pa. Gaskets, seals, packings, sound and vibration dampening felt, adhesives, fiber sheet packings, mechanical specialties, natural cork products, resilient friction materials, cork composition products resilient floorings, wall coverings, acoustical materials, insulation products, refractories. C. J. Backstrand, pres.; Kenneth O. Bates, exec. vice-pres.; C. N. Painter, vice-pres. and gen. mgr. floor and indus. operations; Keith Powlison, vice-pres., secy.; M. J. Warnock, vice-pres.; W. B. Tucker, gen. sales mgr., ind. div.; H. C. Simpson, mgr., floor

(Continued on Page 193)

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Who's Who in the Auto Industry

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prod. dept.; R. M. Hill, mgr., friction material dept.; C. B. Grove, mgr., gaskets & packing dept.; A. J. Slosser, mgr. ind. adhesives dept.; D. P. Paiste, asst. gen. sales mgr. ind. div.; C. T. Potts, mgr. felt & fibrous products; Max Manzhaf, dir. of adv., prom.; Roy Minet, head ind. creative sec. of adv. and prom. dept.; G. A. Reinhard jr., chief engr.; M. L. Lampe, gen. pur. agt. **Det. Rep.**—Armstrong Cork Co., 10th Floor, Free Press bldg. 321 Lafayette ave., W. **Adv. Agencies**—Batten, Barton, Durstine & Osborne, New York, N. Y. Ogilvy, Benson and Mather, Inc., New York, N. Y.

ARMSTRONG-NORWALK RUBBER CORP., Div. of Armstrong Rubber Co., 20 Glover ave., Norwalk, Conn. Foam rubber, re-tread rubber (camelback), tire repair materials, foam rubber products. F. Machlin, pres.; J. A. Walsh sr., chmn. of bd.; F. L. Dwyer, treas.; C. E. Rueckert, vice-pres. and gen. mgr.; L. Sklarz jr., adv. mgr.; Elias Adler, sales mgr.; R. L. Carlson, foam prod. mgr.; H. M. Montague, plant engr.; A. B. Nordin, pur. agt.; B. S. Anschutz, buyer.

ARMSTRONG RUBBER CO., 475 Elm. st., West Haven 16, Conn. Passenger, truck, farm tractor, special purpose tires and tubes, foam rubber. James A. Walsh sr., chmn. bd. of directors; Frederick Machlin, pres.; Charles K. Novotny, vice-pres. mfg.; Eugene A. Roberts, vice-pres. research and development; John H. Fielding, vice-pres.; Paul L. Giblin, vice-pres., sales; Frank L. Dwyer, vice-pres.; secy.-treas.; James A. Walsh jr., vice-pres.; Frederick E. Buddenhagen, vice-pres.; Charles E. Rueckert, vice-pres. Leo Sklarz jr., adv. mgr.; J. B. Florence, chief engr.; A. B. Nordin jr., pur. agt.; Edw. Bates, traf. mgr. **Adv. Agcy.**—Lennen & Newell, New York, N. Y. William Mahu, acct. exec.

ARN-WOOD CO., 610 W. Colfax, Denver, Colo. Coil compressor, coil guides and clamps. Step plates and walkways for raising alignment man to position for under hood services. Coil spring spacers, axle and knee action shims, idler arm and ball joint kits and alignment correction tools. R. S. Arnold, C. E. Woodend, partners.

ARNDT-PALMER LABORATORIES, INC., Melvindale, Mich. Manufacturer of automotive interior appearance reconditioning materials. W. P. Palmer, pres.; R. G. Arndt, secy.-treas.

ARNOLT, INC., S. H., 2130 N. Lincoln ave., Chicago 14, Ill. Importers and distributors of MG, Nardi, Morris, Aston Martin, Riley, Daimler. Manufacturers of Arnolt-MG Car., Arnolt-Bristol. S. H. Arnolt, pres. and treas.; James Clark Smith, vice-pres. and secy.; Jack Y. Nakagawa, wholesale mgr. **Adv. Agcy.**—Mann-Ellis, Inc., 65 East 55th st., New York 22, N. Y.

ARO EQUIPMENT CORP., Enterprise and Trevitt, Bryan, O. Lubrication equipment, air tools, aircraft products and grease fittings. M. J. Anderson, pres.; L. L. Hawk, vice-pres., secy.-treas.; R. W. Morrison, vice-pres.; C. A. Stutzman, mgr. Lubrication Equip. Div.; G. S. King, adv. mgr. **Det. Rep.**—J. C. Hurley. **Adv. Agcy.**—Beeson-Reichert, Inc., Toledo, O.

ARO TOP SALES CO., 191 Webster st., W. Newton 65, Mass. Replacement convertible tops, plastic rear curtains, top pads, rear quarter pads. J. R. Hamlin, gen. mgr.; George Shapiro, sales mgr.; Harold Shapiro, works mgr. **Adv. Agcy.**—Cotter Advertising Agency, Boston, Mass.

ARROW ALUMINUM CASTINGS CO., 3135 Berea rd., Cleveland 11, O. Aluminum sand, die castings and permanent mold castings. Peter J. Petto, pres.; Peter J. Petto jr., vice-pres.; R. B. Wolff, treas. and pur. agt.; J. E. Simon, gen. mgr. **Det. Rep.**—Clifton & Sons Sales Co., 18450 Livernois ave., Detroit 21, Mich.

ARROW ARMATURES CO., 15 Fordham rd., Boston 34, Mass. Field coils, rebuild auto generators, starters and armatures. Albert S. Holzwasser, pres.; Albert G. Harnish, gen. mgr.; James P. Ledbetter jr., mgr. Spartanburg, S. C. div.; H. A. Holzwasser, sales mgr.

ARROW SAFETY DEVICE CO., Holeman st., Mount Holly, N. J. Automotive lighting and safety equipment. A. Hopkin jr., pres.; Paul F. Middleton, secy. and gen. mgr.; William Hopkin, treas.; Roy Johnson works mgr.; D. W. Ogilvie, sales mgr.; Robert R. Rossi, chief engr.; William M. Hartranft, pur. agt.; V. J. Sears, plant mgr., Georgetown, Del. plant No. 2. **Adv. Agcy.**—Gray & Rogers, Philadelphia, Pa.

ARROW TOOL & REAMER CO., 711 Stephenson hwy., Troy, Mich. Cutting tools, end mills, reamers, drills, counterbores, live centers, carbide tools. Robert H. Wolfe, pres., treas. and gen. mgr.; H. J. Wolfe, vice-pres.; W. W. Wolfe, secy.; B. J. Fox, chief engr.; N. J. Fisher, pur. agt. **Adv. Agcy.**—Hall-Scott Co. Detroit, Mich. Chas. F. Pineau, acct. exec.

ARTER GRINDING MACHINE CO., 15 Sagamore rd., Worcester 5, Mass. Rotary surface grinders, external cylindrical grinders, internal grinder, automatic cylinderical grinders, tape controlled digital spacing tables. Harry Arter, pres.; William Arter jr., vice-pres., treas.; W. J. Arter, mgr. sales, adv. and prom.; A. Sangster, chief engr. **Det. Rep.**—Riordan Machinery Co., 213 Curtis bldg. **Adv. Agcy.**—John Odlin, Worcester, Mass.

ARTISAN METAL WORKS CO., 11400 Madison ave., Cleveland 2, O. Sheet metal fabrications, cases, cabinets, cabs, radiator shrouds, guards, tables, tanks, etc. J. G. Allen, pres.; D. A. MacRitchie, vice-pres., sales mgr.; W. D. Ford, pur. agt. **Adv. Agcy.**—Howson Advertising, Cleveland, O.

ARVIN INDUSTRIES, INC., 13th and Big Four RR, Columbus, Ind. Contract automotive parts. Arvin car heaters. Glenn W. Thompson, pres. and chmn. of bd.; Harlan B. Foulke, Fred E. Daniel, John C. Marshall, Lawrence E. Simons, Orphie R. Bridges, Eldo H. Stonecipher, Yandell C. Cline, Edmund Ludlow, vice-presidents; Gordon T. Ritter, secy.; T. Earl Robinson, treas.; James Jewell, adv. mgr.; Robert Schaerges, automotive sales mgr.; Don Shumway, automotive asst. sales mgr.; Dick Williams, sales director, electronics and appliances division; Thomas A. Danner, automotive chief engr.; Carl E. Boswell, traf. mgr. **Det. Rep.**—Chester L. Snyder and Joe T. Atkins, 17711 West McNichols rd., Detroit 35, Mich. **Adv. Agcy.**—Roche, Williams & Cleary, Chicago, Ill. Miner F. Williamson, acct. exec.

ASBESTOS MFG. CO., Sabine st., Huntington, Ind. Automotive and industrial brake linings and friction material, clutch facings, automotive and fractional horsepower belts, radiator hose, miscellaneous hoses and bonded brake shoes. W. E. Hill, pres.; Tom Bell, vice-pres. E. A. Burroughs, ind. and O. E. M. sales serv. mgr.; R. D. Conger, auto. replacement sales service mgr. Original Equipment Sales—10341 W. McNichols Rd., Detroit 21, Mich., B. F. Sprague and N. Bania.

ASHLEY MFG., HARRY K., 2305 Cherry st., San Leandro, Calif. Catalog racks, reflected signs. Harry K. Ashley, pres.; Arthur Morgan, gen. mgr.; Warren Apman, sales mgr.; Dave Mellow, chief engr.

ASHTON POWER WRECKER EQUIPMENT, INC., 1701 W. Lafayette, Detroit 16, Mich. Wrecker bodies, power wreckers, extension booms, special equipment. Afton A. Himick, pres.; Frances E. Himick, vice-pres., treas.; Chas. A. Swaby, secy. **Det. Rep.**—Ashton Sales, Inc., 1701 W. Lafayette. Director of Sales—Lue Snelling. **Adv. Agcy.**—Dudgeon, Taylor & Brushke, Inc., Detroit 2, Mich.

ASSOCIATED EQUIPMENT CORP., 5170 San Francisco, St. Louis 15, Mo. Battery chargers, fast cooler fans, fast cutter power mowers, associated kar-starts. Ralph Casey, pres., gen. mgr., sales; Glen A. Delf, vice-pres.; Arthur Wedler, secy.; George A. Delf, treas.; Carl T. Busse, serv. mgr.; Robert L. Wolf, chief engr.; Lee J. Thomure, pur. agt. **Det. Rep.** — Erry S. Loewenthal, 13444 Fenkell st., Detroit, Mich. **Adv. Agcy.**—Charles W. Bolan Organization, St. Louis, Mo. Charles W. Bolan, acct. exec.

ASSOCIATED PRODUCERS, INC., Detroit 20, Mich. Fillers, cements, adhesives, potting and casting plastics, coatings, strippers, tack rags, The Super Line, refinish shop materials, metallic caulking-sealers. Goo-jet guns and refill cartridges. Charles O. Spilliman III, pres.; C. O. Spilliman, gen. sales mgr.; G. F. Stewart, plant mgr. and traf. mgr.; M. E. Wells, secy-treas. **Det. Reps.** — L. C. Scheel, E. A. Ash.

ASSOCIATES INVESTMENT CO., and Associates Discount Corp., Associates bldg., South Bend 24, Ind. Automobile financing, commercial and personal loan. Robert L. Oare, chmn.; W. F. Gaunitz, pres.; E. D. Campbell, vice-pres. and treas.; V. B. Hungate, T. C. Dye, R. H. Van Aman, vice-presidents.; T. O. Pettit, adv. mgr. **Adv. Agcy.**—MacDonald-Cook Co., South Bend, Ind. Claude Mendell, acct. exec.

ATHOL MANUFACTURING CO., 71 Chestnut Hill ave., Athol, Mass. Vinyl coated fabrics for automobile and truck upholstery and trim. E. A. Clare, pres.; F. L. Ford, vice-pres.; Fred E. Wilcock, treas.; R. M. Tyler, sales mgr.; L. A. Girard, plant supt.; Don Walker, chief engr. **Det. Rep.**—Auchterlonie & Sons, Inc., 668 Pallister ave., Detroit 2, Mich. **Adv. Agcy.**—Givaudan Advertising, Inc., 34 E. 39th st., New York 16, N. Y. Ben T. Givaudan jr., acct. exec.

ATLANTIC BRAKE LINING CO., 89 Dummer st., Brookline 46, Mass. Brake lining. A. Comins, sales mgr.

ATLAS ASBESTOS CO., 485 Walnut st., North Wales, Pa. Molded and woven brake lining, clutch facings, crankshaft gaskets for Fords and crankshaft rear bearing oil seals, twisted asbestos valve stem packing. J. C. Johnston, pres., treas.; W. H. Johnston, vice-pres., gen. mgr.; W. Wurster, secy.; I. A. Melby, works mgr.; G. F. Hopkins, sales mgr., adv. mgr.; R. E. Beidler, asst. sales mgr.; L. C. Morrell, pur. agt. **Adv. Agcy.**—Raymond A. Sholl & Co., Upper Darby, Pa. R. A. Sholl jr., acct. exec.

ATLAS AUTO SEAT COVER CO., 440 Lafayette st., New York 3, N. Y. Auto seat covers in ready made and custom tailored types and related products. Irving Tinkelman, partner; Joseph Weinstock, partner; H. E. Weinstock, sales mgr.; Jay Glickman, regional sales mgr.

ATLAS BODY CORP., 4150 E. Thompson, Philadelphia 37, Pa. Bodies, trailers. S. A. Berger, pres., gen. mgr.; H. A. Berger, vice-pres., treas.; L. Gold, secy.; L. Fromm, wks. mgr.; C. H. Roberts, sales mgr.; B. Boring, chief engr. **Adv. Agcy.**—Wilfred Jacobi, Philadelphia, Pa.

ATLAS DROP FORGE CO., 209 W. Mt. Hope ave., Lansing 4, Mich. Steel drop forgings. J. E. Martin, pres.; C. G. Ryan, vice-pres. and gen. mgr.; L. L. Melick, vice-pres. and treas.; J. R. Miller, vice-pres.; R. C. Petro, asst. secy.-treas.; A. O. Peterson, pur. agt.; H. A. Markle, chief engr.; Francis Holland, sales mgr.

ATLAS INTERNATIONAL CO., 1545-47 N. Fairfield ave., Chicago 22, Ill. Replacement convertible tops. Harold H. Carter, pres.

ATLAS PRESS CO., 2505 N. Pitcher st., Kalamazoo 13D, Mich. Precision bench lathes, milling machines, shapers, drill presses, grinders, grinder-hones, bench and floor model tilt arbor saws, jig and band saws, jointers, wood lathes, shapers and sanders. J. E. Penniman, pres.; G. C. Nancarrow, E. Marsland, vice-presidents; Frank Leander, secy.; G. C. Nancarrow, sales mgr.; W. F. Brown, adv. mgr. **Adv. Agcy.**—Stevens, Inc., Grand Rapids, Mich.

ATOMIX, INC., P. O. Box 486, Wilmington, Del. Atolak wax and cleaner. W. H. Fenn, III, pres.; Carsten F. Boe, vice-pres.

ATOMIZED MATERIALS CO., INC., 207 Rauch bldg., Pittsburgh 5, Pa. Kwik-metal cold solder, Kwik-Patch chemical fabric patch. Charles H. Allen, pres.; Regis E. Lynch, vice-pres. and treas.; Charles H. Allen, works mgr.; Regis E. Lynch, pur. agt. **Det. Rep.**—Roy Baldwin, 15111 W. Nine Mile rd.

ATTWOOD BRASS WORKS, INC., 303 Douglas st., N.W. Grand Rapids 2, Mich. Automotive, bus, funeral car, taxicab, marine hardware and fittings,

(Continued on Page 194)

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January 24, 1956

Barrett Equipment Company
St. Louis, Missouri

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Barrett Brake Equipment, which we purchased approximately six months ago, has proven to be the answer to our brake "come back" problem.

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We recommend highly the DRUM DOKTER and BRAKE DOKTER to do a good job with no "come backs". Shop time and space are saved, due to time spent turning drums being cut in half. We never look for a car back for brake work until it is in need of brake linings.

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Yours truly,
RAY RIDGE MOTORS, INC.
J. E. Norton
Service Manager

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B-7 Brake-Mobile illustrated includes the Drum Dokter Lathe, World Famous Brake Dokter and other items shown.

B-6 Brake-Mobile available with the Bench Type Radius Grinder.

Above Equipment Available Through Lease Trial Plan

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21st & Cass, St. Louis 6, Mo.

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Address.....
City..... State.....
Signed.....

BARRETT EQUIPMENT CO., 21st & Cass • St. Louis 6, Mo.

Who's Who in the Auto Industry

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automatic screw machine parts. B. H. Cook, pres.; R. C. Griffin, secy.-treas.; J. B. Cook, vice-pres. & gen. mgr.; L. L. Harrison, pur. agt.; C. C. Gravengood, sales mgr.; T. P. Mainzinger, chief engr.

ATWOOD VACUUM MACHINE CO., 1400 Eddy ave., Rockford, Ill. Boat and utility trailer hitches, couplers, bumper clamps, trailer balls. H. E. Nunn, jr., sales mgr. **Det. Rep.**—S. I. Mallon, 14329 Faust. **Adv. Agcy.**—O'Leary Associates, Rockford, Ill.

AUBURN-CORD-DUESENBERG CO., Div. of Mast Foos Mfg. Co., Auburn, Ind. Parts for various cars no longer in manufacture. Dallas E. Winslow, partner; H. S. Liddell, gen. mgr.

AUBURN SPARK PLUG CO., INC., 89 York st., Auburn, N. Y. Automotive spark plugs (single & triple electrode-black rust proof and chrome plated), jet aircraft ignitors, spark plug wrenches. C. J. Nolin, pres. and gen. mgr.; A. R. Nolin, vice-pres.; Wm. A. Morgan, secy-treas.; Stephen M. Webb, adv. mgr.; James Greene, sales mgr.; A. J. Battey, cf. engr.; W. E. Norman, traf. mgr.; Payson Derby, pub. rel. mgr. **Det. Rep.**—Frank L. Dwyer & Associates, 9350 Sunbury rd., Westerville, O. **Adv. Agcy.**—Richard & Webb, Syracuse, N. Y.

AURORA EQUIPMENT CO., Equipto Div., 422 Cleveland ave., Aurora, Ill. Steel shelving, automotive parts bins, tool storage bins, bolt and nut bins, storage bins and shelving, tool stands, work benches, drawer cabinets, lockers, display cabinets. John Dunham, pres.; M. D. Matyas, secy.; Paul Streit, dir. of sales; Floyd D. Keck, treas.

AUSTIN MOTOR CO. LTD. (ENGLAND), 27-29 West 57th st., New York 19, N. Y. Sir Leonard P. Lord, K.B.E., pres.; Louis Michelin, vice-pres.; R. J. Lucas, secy.-treas. Cars distributed and imported in the United States by Hambro Automotive Corp., 27-29 West 57th st., New York 19, N. Y. A. E. Birt, vice-pres.

AUSTIN TRAILER EQUIPMENT CO., Div. of West. Mich. Steel Foundry Co., Muskegon, Mich. Fifth wheels, landing gears, pintle hooks, king pins, piggyback equipment. O. A. Seyferth, pres.; J. R. Seyferth, vice-pres.; R. F. Seyferth, secy.; H. K. Claflin, plant mgr.; W. C. Duvall, controller; R. H. Newell, serv. and sales mgr.; Sam Vanderlaan, pur. agt.

AUTO COSTS PUBLICATION, Box 224, New York 1, N. Y. Publish book on wholesale costs of American automobiles inclusive of equipment. Robert Walker, pres.

AUTO CRAT MFG. CO., 1849 Blake ave., Los Angeles 39, Calif. Automotive safety belts. William M. Noe, pres.; John G. Noe, sales mgr.; Robert Kraatz, chief engr. Eastern Div.: 2850 Tyler rd., Ypsilanti, Mich. William A. Leonard, mgr.

AUTO FRICTION CORP., 87 Dummer st., Brookline 46, Mass., and 114 Carter st., Chelsea, Mass. Brake lining. S. A. Comins, pres. and treas.; Adrian Comins, asst. treas.; Herbert C. Conover, prod. mgr.; T. J. Berg, sales mgr. **Adv. Agcy.**—Parsons, Central and Friedman, Boston, Mass. R. Friedman, acct. exec.

AUTO GLASS MFG. CO., 8701 Grinnell ave., Detroit 13, Mich. Safety glass (laminated), laminated glass for automobiles and television. F. D. Knoblock, pres. and gen. mgr.; F. E. Koepel, secy.; E. C. Claes, vice-pres. chge. television sales; R. K. Hill, automotive sales mgr.

AUTO LAMP MFG. CO., 2909 Indiana ave., Chicago 16, Ill. Automotive lighting equipment. Abe Milliman, gen. and sales mgr.; Henri Dibelka, chief engr.; Irwin Newman, pur. agt. **Adv. Agcy.**—Burlingame & Grossman, Chicago, Ill.

AUTO-MATE CORP. OF AMERICA, 18228 Parthenia, Northridge, Calif. Saf-T-Brak, tire alarm, compression stabilizer. George H. Cooke, pres., gen. mgr., cf. engr.; William M. Clark, vice-pres., sales mgr., adv. mgr., sales prom. mgr., pub. rel. mgr.; A. J. Nieport, secy.; George M. Hammond, treas.; Jerome J. Goldstein, works mgr., pur. agt.; Carl W. Roe, asst. sales mgr.; E. Harold Ey, serv. mgr.; Charles Hammond, parts & access. mgr.; Perry Kay, traf. mgr. **Adv. Agcy.**—The Hal Stebbins Agency, Los Angeles, Calif. Paul Winans, vice-pres., acct. exec.

AUTO PRODUCTS MFG. CO., 314 N. Ewing ave., St. Louis 3, Mo. Killark glass tube fuses. Richard M. Lottes, gen. mgr. **Det. Rep.**—W. F. Mathews, 447 New Center bldg., Detroit, Mich.

AUTO SALES AIDS, 654 So. Westlake ave., Los Angeles 57, Calif. Sales promotion material, sales training material, prospect books (mental attitude, methods and money) for automobile salesmen. Clifford H. Perrin, gen. mgr. **Adv. Agcy.**—Automotive Adv. Agency, 3148 W. Pico blvd., Los Angeles, Calif. William England, acct. exec.

AUTO SPECIALTIES MFG. CO., Graves st., St. Joseph, Mich. Jacks, disc brakes, malleable iron castings, cast steel crank shafts, J. W. Tiscornia, pres. and gen. mgr.; W. V. Tiscornia, vice-pres.; A. H. Zick, vice-pres. and secy.; Lester Tiscornia, treas.; W. G. Ferrell, vice-pres. mfg.; M. B. Lucker, vice-pres. engr.; S. H. Paul, sales mgr.; A. W. Schultz, sales prom. mgr.; E. Kirchoff, serv. mgr.; E. Millhouse, pur. agt.; K. Bingham, E. Luhrs, asstS.; A. R. Wendt, prod. mgr.; L. F. Krieger, pub. rel. mgr. **Det. Sales Rep.**—To mfrs.; D. G. Plue, Don Gotsch and R. C. Kennedy; to jobbers: R. R. Baldwin, 15111 W. Nine Mile rd., Detroit 35, Mich. **Det. Adv. Agcy.**—Van Auken-Ragland & Stevens, Chicago. Ben Caldwell, acct. exec.

AUTO TRUCK EQUIPMENT CO., 8300 Lyndon, Detroit 38, Mich. Manufacturers of auto truck, tow truck wrecker bodies, cranes and equipment. W. H. Kneppreth, pres.; H. F. Kneppreth, vice-pres.; Chas. E. Gerich, secy. and controller; Robert Picotte, works mgr.

AUTO VENTSHADE CO., 4881 Peachtree Industrial blvd. Chamblee, Ga., (Atlanta). Ventshades (rain shields and sun shades for the windows and doors of automobiles). A. R. Phillips, pres.; A. R. Phillips jr., vice-pres.; Harold W. Goodman, secy. and treas. **Adv. Agcy.**—Lowe & Stevens, 685 West Peachtree, N. E. Atlanta, Ga. John H. Stevens, acct. exec.

AUTO WARRANTY CO., 1000 Telfair St., Augusta, Ga. Bonding of new and used cars. C. C. Johnson, pres.; J. N. Thompson, vice-pres.; F. S. Paterson, vice-pres.

AUTOCAR DIV. of The White Motor Co., Exton, Pa. Heavy duty motor trucks and tractors. K. A. Roesch, exec. vice-pres.; I. N. Weaver, contr.; B. B. Bachman, dir. of engrg.; A. Gelpke, dir. of mfg.; H. L. White, sales mgr.; S. C. Hennessy, sales prom. asst.; Gordon Stevens, pur. agt.; John Usher, asst. **Adv. Agcy.** — D'Arcy Advertising Co., Cleveland. O. J. C. Toedtman, acct. exec.

AUTOMATIC RADIO MFG. CO., INC., 122 Brookline ave., Boston 15, Mass. Custom built and Universal mount auto, truck and tractor radios. David Housman, pres. and treas.; A. J. Housman, vice-pres. and gen. mgr.; J. J. Grady, secy. and pub. rel. mgr.; Leo Maltzman, works mgr.; E. L. Housman, sales mgr. and adv. mgr.; H. E. Housman, asst. sales and sales prom. mgr.; H. Lawrence, serv. mgr.; John DeMetrick, chief engr.; Frank M. Housman, pur. agt.; J. C. Loring, parts and acct. mgr.; Dave Marks, traf. mgr. **Adv. Agcy.**—Allied Advertising, Boston, Mass.

AUTOMATIC SPRING COILING CO., 4045 W. Thorndale, Chicago 30, Ill. Engine valve springs, other precision mechanical springs, transmission springs, clutch springs. H. J. Bolin, pres.; H. R. Bolin, vice-pres.; M. C. Bolin, treas.; R. G. Lambrecht, asst. gen. mgr.; E. Wennerholm, works mgr.; R. P. Petersen, sales mgr.; R. M. Slafter, pur. agt. **Adv. Agcy.**—Richard Morton Co., Chicago, Ill. Warren Luedtke, acct. exec.

AUTOMATIC STEEL PRODUCTS, INC., 1201 Camden ave., S.W., Canton 6, O. Frank B. Johnston, chmn.; Glenn M. Brown, pres. and gen. mgr.; John E. Carnahan, vice-pres. in chge. of sales; E. T. Buckwalter, vice-pres. in chge. of mfg.; Harry F. Tate, secy. and treas.; Robert J. Killian, chief engr.; Richard A. DeCorps, pur. agt. **Adv. Agcy.**—Frank B. Johnston, Advertising Inc.

AUTOMOTIVE AND AIRCRAFT DIV., American Chain & Cable Co., Inc., 601 Stephenson bldg., Detroit 2, Mich. Brake controls, push-pull controls, disc brake for truck and buses, aircraft controls, fittings, assemblies. W. F. Wheeler, chmn. of bd.; C. N. Johns (N. Y.), pres.; Harry Williams, vice-pres., sales mgr. (Detroit); A. C. Laske, secy.; Stanley Mann (Bridgeport), treas.; E. V. Creagh (Bridgeport), adv. mgr.; Clifford G. Strote (Bridgeport), dir. of pur.; M. C. Ness, asst. dir. of pur. **Adv. Agcy.**—Reincke, Meyer & Finn, Inc., Chicago 11, Ill. Wallace Meyer, acct. exec.

AUTOMOTIVE BIN SERVICE CO., 10040 Freeland ave., Detroit 27, Mich. Parts storage equip., parts bins, bulk bins, pallet racks, steel shelving, merchandising displays. Rex R. Brubaker, pres.; Everett McRae, vice-pres.; Stan Brubaker, vice-pres.; Roy D. Angers, secy.-treas.; Norm Hooper, sales mgr. Branch offices: Buffalo, Cleveland, Cincinnati, Louisville, Indianapolis.

AUTOMOTIVE ENTERPRISES, 10600 Puritan ave., Detroit 38, Mich. Dealer recruiting service to the industry. Also management and sales prom. research for dealers. **Adv. Agcy.** — Richardson-Shaw, Inc., Detroit 35.

AUTOMOTIVE EQUIPMENT MFG. CO., 11000 S. Alameda st., Lynwood, Calif. Lee end lift, garage stands, pneumatic bumper lift, tubeless truck tire changer, air operated Lee bead breaker. A. W. Douglas, pres.; L. F. Reisig, vice-pres. **Det. Rep.**—Erry S. Lowenthal, 13444 Fenkell st., Detroit 27, Mich. **Adv. Agcy.**—Mann Advertising Agency, Los Angeles, Calif.

AUTOMOTIVE FINISHES, INC., 8747 Brandt, Dearborn, Mich. Enamels, lacquers, thinner, reducers, surfacers, primer surfacers, rust stop primers, Novar sealers, glaze and spot putty, undercoaters, tinting lacquers, enamels, metal wash. A. H. Penzel, pres.; George Sonnefeld, vice-pres.; E. C. Ray, secy.-treas.; A. H. Penzel, gen. mgr.; C. R. Hall, sales mgr.; F. W. Wallace, pur. agt.; Fred Mueller, traf. mgr. **Adv. Agcy.**—Brindley Roth, Detroit, Mich.

AUTOMOTIVE GEAR DIV., Eaton Mfg. Co., S. 8th and O sts., Richmond, Ind. Gears. G. W. Frame, gen. mgr.; R. C. Jacobs, production mgr.; Lester M. Wright, mgr. of sales engng.; H. B. Tappen, chief engr.; C. H. Lohmann, pur. agt. **Adv. Agcy.**—Kircher, Helton & Collett, Inc., Dayton, O.

AUTOMOTIVE GRILLE CO., 2111 S. Michigan ave., Chicago 16, Ill. Automobile radiator replacement grilles. H. A. Winkelman, pres. & gen. mgr., dir. of sales; R. B. Winkelman, secy.-treas., pur. agt.; L. P. Wolfman, asst. sales & Adv. mgr.; T. Antonini, wks. mgr.

AUTOMOTIVE INDUSTRIES, INC., Main st., Owendale, Mich. Automobile arm rests, truck sleeper cabs. John MacKenzie, pres.; A. MacKenzie, vice-pres. & treas.; J. F. McMullen, secy.; A. J. Wettlaufer, sales mgr.; Jacques Pellette, asst. sales mgr.; Rome Grubba, chief engr.; **Det. Rep.**—A. J. Wettlaufer, 19000 W. Eight Mile rd., Detroit, Mich. **Adv. Agcy.** — Marvin Hahn Agency, Detroit, Mich.

AUTOMOTIVE INVENTORY SERVICE CO., 10040 Freeland ave., Detroit 27, Mich. Inventory service for automobile dealers, distributors and parts wholesalers. Rex. R. Brubaker, pres.; Don Osborne, gen. mgr. **Det. Rep.**—C. C. Phillips. **Adv. Agcy.**—Creative Services, Detroit, Mich.

AUTOMOTIVE & MARINE PRODUCTS CORP., 87 Harvard ave., Boston 34, Mass. Vapor lubricator for top cylinder lubrication; pressure type lubricators for specific engine installation and for use on diesel equipment, diesel starting injectors, gasoline starting injectors, dual fuel injector system. Draper M. Harvey, pres.; Earle B. Harvey, vice--pres.; Sten Nyberg, treas.; George Glazebrook, corp. clerk. **Det. Rep.**—Elton Eldredge, Detroit, Mich.

AUTOMOTIVE MATERIALS CORP., 23rd floor, Fisher bldg., Detroit 2, Mich. Automotive trim materials, coated fabric

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and plastic cloth, headlinings, body insulating materials, hair pads, seat pads, trim and binding laces, plastics, nylon and woolen upholstery, cold drawn steel, polishing discs, automotive carpets, jute. L. H. Green, chmn. of bd.; Robert N. Green, pres. and gen. mgr.; R. E. Lawlor, vice-pres.; A. C. Lademann, treas.; E. A. Blanchard, compt.

AUTOMOTIVE PRODUCTS, INC., 1700 S. E. Grand ave., Portland 14, Ore. Diesel testing equipment, magneto fittings, timing analyzers. George H. Ohler, pres.; Rupert E. Perry, vice-pres. and shop foreman; Wm. Glaske, secy.-treas. and pur. agt.; George H. Ohler, sales mgr.

AUTOMOTIVE RUBBER COMPANY, INC., 12550 Beech rd., Detroit 39, Mich. Rubber processing of all kinds, mechanical rubber parts (form-dipped process), rubber covered metal stampings, industrial fabrication and rubber linings, sponge rubber (close-cell type), molded polystyrene (special products). T. G. Meulenberg, pres.; R. L. Redmond, vice-pres.; V. M. Keyes, secy. and treas.; R. P. Ganchan, gen. mgr.; R. H. Glezen, gen. sales mgr., sales prom. and adv. mgr.; N. J. Crowe, asst. secy. and office mgr.; L. A. Woerner, tech. asst. to the pres.; G. C. Ludwig, chief engr.; R. A. Lees, works mgr.; W. Heebsh, pur. agt. **Adv. Agcy.**—Fred H. Forcier Advertising.

AUTOMOTIVE SAFETY DEVICE CO., 280 Sigouiney St., Hartford 5, Conn. Safety devices. Albert W. Becker, pres., treas. and gen. mgr.; Dorothy E. Becker, vice-pres. and secy.

AUTOMOTIVE SERVICE TOOLS, INC., P. O. Box 895, Lansing, Mich. Special service tools for motor trucks, engine valve gauges. Chas. E. Linn, pres.

AUTOMOTIVE SPRING CORP., 3043 Bourke st., Detroit 38, Mich. Mechanical springs, metal specialties. T. G. Meulenberg, pres.; R. L. Redmond, vice-pres.; V. Keyes, secy.-treas.; L. H. Heoer, chmn. of bd., gen. mgr.; E. Gail, works mgr.; M. G. Kennedy, vice-pres., sales mgr.; G. E. Swartz, chf. engr.; Robert Todd, pur. agt.

AUTOMOTIVE STAMPING & MFG. CO., 15391 Idaho, Detroit 38, Mich. Stampings, electric outlet and tool boxes, chair controls. G. B. Pingree, pres.; Mrs. E. D. Pingree, vice-pres.; A. L. Lamacohio, plant mgr.; William A. Jayne jr., sales mgr.

AUTOPULSE CORP., 218 E. Dowland st., Ludington, Mich. Electric fuel pumps, electric fuel lifters for gravity type oil burners; wall pump for large capacity power and gravity type burners. R. M. Eldred, pres. and treas.; Albert M. Stern, vice-pres.; Leonard Turnbull, secy.; H. Alfrejd, pur. agt. **Adv. Agcy.** — Jaqua, Grand Rapids, Mich.

AUTOTRAY CO., INC., 3901 E. 26th st., Indianapolis, Ind. Under-the-dash Autotrays, window Auto Snack-Bar (Autotray, Jr.), Fold-A-Tray, Litterette, and auto hamper. R. C. Black, pres. and gen. mgr.; Joseph A. Ashman, vice-pres., treas. and chief engr.; Okal S. Black, secy. **Adv. Agcy.**—Gary Ruben, Indianapolis, Ind.

AVIS RENT-A-CAR SYSTEM, 184 High st., Boston, Mass. Auto and truck rentals. William M. Tetrick, pres.; Frederic C. Dumaine jr., treas.; Harold E. Meizar, secy.; Harold L. Amrhein, Fred A. Mudgett, Vincent P. Conroy, Frank B. Charmatz, Francis J. Sawyer, Sidney H. Wylie, Clay Barnes, William P. Bittenbender, Joseph W. Power, vice-presidents.

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B & M CORP., P. O. Box 6, Houma, La. Auto refrigerator. Lionel Babin sr., pres.; Lionel Babin jr., vice-pres., gen. mgr. and sales and adv. mgr.; Raymond A. Babin, secy. and asst. sales mgr.; Dudley Melancon, treas., traf. mgr.; Wilbert Dhuet, works mgr.; Henry Usie, asst. sales; Daniel Babin, pur. agt. **Adv. Agcy.**—Sewell Advertising Agency, Inc., Cigali bldg., New Orleans, La. Raymond A. Babin, acct. exec.

BABACO ALARM SYSTEM, INC., 723 Washington st., New York 14, N. Y. Truck and car burglar alarm systems. Jack Seide, pres.; Louis Stieglitz, vice-pres.; William Blatz, secy.; Robert D. Eckhouse, adv. mgr., sales prom. mgr. and pub. rel. mgr. **Adv. Agcy.**—Walter J. Zimmerman Assoc., New York, N. Y. Walter J. Zimmerman, acct. exec.

BACON VULCANIZER MFG. CO., 1295 67th st., Oakland 8, Calif. Manufacturer tire repairing, recapping, retreading and tire inner tube repair machinery. Thos. P. Bacon, pres., gen. mgr.; Jack W. Herzig, vice-pres., chg. of sales; Joseph Wahrhaftig, vice-pres.; Olean Thompson, treas.; Ruth Wright, secy.; Earl R. Carlans, asst. sales mgr.; P. Luken, sales office mgr.; J. R. Maddox, prod. mgr.; Drue Leatherman, pur. agt.; I. M. Webb, asst. secy.-treas. & cr. mgr.; D. R. Smith, traf. mgr.; M. Belsit, shop personnel mgr.; A. E. Johnson, prod. engr.; P. E. Howell, adv. mgr. **Det. Rep.**—Noel C. Keene, 505 Snyder, Ann Arbor, Mich. **Adv. Agcy.** — Emeryville Adv. Agency, 1289 67th st., Emerville, Calif.

BADGER MANUFACTURING CO., 1505 City Court, Marinette, Wis. Automotive alloy pistons. E. D. Barggren, pres., sales mgr.; H. H. Remore, secy., gen. mgr.; Paul A. Munn, chief engr.; L. R. Kuntz, pur. agt.

BADGER TOOL & MFG. CO., INC., 1501-11 W. Polk st., Chicago 7, Ill. Gas, radiator and oil filler caps, hub caps, shock absorber links, speed and sport equipment, car trays, window squeegees, warmup accelerators, chrome air cleaners. S. A. Krance, pres.; Herman Obergfell, vice-pres., chief engr.; A. J. Stanley, pur. agt.; M. Konchan, works mgr.; John A. Stoeller, sales mgr.

BAILEY CO., THE, INC., 21 Water st., Amesbury, Mass. Automotive weatherstrips and glass run channel. David C. Bailey, pres., gen. mgr.; F. W. Shute, works mgr.; H. W. Pottle, chief engr.; W. M. Hilliard, pur. agt. **Det. Rep.**—D. A. Greene Sales Co., 6-254 General Motors bldg.

BAKELITE CO., Div. of Union Carbide and Carbon Corp., 30 East 42nd st., New York 17, N. Y. Raw material suppliers of resins and compounds for the production of laminates, impregnants, moldings, extrusions, abrasive products, coatings, electrical insulating parts, automotive ignition parts, jacketing and insulation for automotive wire. J. D. Benedito, vice-pres., in chge. of sales; C. W. Patton, gen. mgr. of adv. and pub. rel.; W. J. Connelly, mgr., market programming; R. E. Klees, mgr., advertisements; Russ Matthews, mgr., publicity and presentations; J. F. Lynch, mgr., technical writing; Val Pianka, mgr., art, production and circulation. **Det. Rep.**—Bakelite Co., 10421 W. Seven Mile rd., Detroit 21, Mich. **Adv. Agcy.**—J. M. Mathes, Inc., 260 Madison ave., New York 16, N. Y.

BAKER BROTHERS, INC., Post and Harleau st., Toledo, 10, O. Machine tools, drilling, boring, keyseating, contour, grinder, special multi-spindle high production drilling machines, automatic transfer machines. A. L. Baker, chmn. of bd.; R. A. Lehr, pres., gen. mgr.; T. L. Hallenbeck, vice-pres., engr.; M. E. Fischer, vice-pres. mfg.; J. Flatter, secy.-treas.; D. A. Utley, gen. sales mgr.; L. Kopfman, pur. agt. **Det. Rep.**—Motch & Merriweather Mach. Co. **Adv. Agcy.**—L. W. Ramsey, Davenport, Ia.

BAKER-RAULANG CO., 1250 West 80th, Cleveland 2, O. Battery and gasoline powered industrial trucks of the fork lift, platform and mobile crane types. W. A. Bauer, pres.; J. A. Matousek, vice-pres.; E. E. McVeigh, mgr. applications engrg.; E. J. Scovil, secy.; Wm. J. Gaul, adv. mgr.; C. Geiger, pur. agt.; G. B. Davis, dir. of sales. **Det. Rep.**—Northland Equipment Co., 26000 W. Eight Mile rd. **Adv. Agcy.**—G. M. Basford Co., Cleveland, O. C. A. Wagner, acct. exec.

BALCRANK, INC., Cincinnati 9, O. Lubrication and service station equipment and machine tool parts. Allen T. Shott, chmn. of bd.; Richard P. Field, pres.; Leo Spalding and F. A. Johnson, asst. to pres.; J. B. Frech, secy.-treas.; H. M. Pendery, vice-pres.; Frank Woelfer, chief engr.; Emmett Flannery, pur. agt.; E. D. Fox, serv. mgr.; J. Richardson, compt.; **Det. Rep.**—Ed Fell, R. C. Ford Associates, 16532 Lauder st. **Adv. Agcy.**—Perry Brown Co., Cincinnati, O.

BALDOR ELECTRIC CO., 4351-67 Duncan, St. Louis 10, Mo. Battery chargers, fans, motor grinders. E. C. Ballman, pres., gen. mgr.; E. W. Bruce, vice-pres.; G. A. Schock, secy., sales mgr.; O. A. Bauman, treas., wks. mgr.; Fred C. Ballman, chief engr.; Edmund B. Reinagel, pur. agt. **Det. Rep.** — W. M. Hamilton Co., 22612 Beech st., Dearborn, Mich. **Adv. Agcy.**—Charles W. Bolan Organization, 4903 Delmar blvd., St. Louis, Mo.

BALKAMP, INC., 1454 E. 19th st., Indianapolis 7, Ind. Export Dept., 280 Broadway, New York, N. Y. Automotive replacement parts. Geo. B. Johnson, pres.; R. L. Stacey, vice-pres.; J. H. Baldwin, secy.-treas.; F. W. Bell, wks. mgr.; T. O. Willis, pur. agt. **Adv. Agcy.**—Caldwell-Larkin, Inc., Indianapolis, Ind. Storey Larkin, acct. exec.

BALLAK & CO., 811 N. 9th, St. Louis 1, Mo. Motorcycle replacement parts, pistons, electro brightening of stainless steel components and trim, multi-wave and vari-matic tire grooving machines. John F. Ballak, pres., sales mgr., pur. agt.; L. K. Ballak, vice-pres.; J. Ballak jr., secy., chief engr., Eldridge Artz, wks. mgr.

BANNER MFG. CO., INC., 37 Preston ct., Brooklyn 34, N. Y. Seat covers, seat cushions, arm rest covers, steering wheel covers, brake fluids, anti-freeze, radiator chemicals, specialty chemicals and transmission fluids, terry throw-covers. Michael Trachtenberg, pres.; Saul Trachtenberg, secy.; Alfred Abraham, compt.; Harry Schulman, pur. agt.; Phillip Rosenthal, traf. mgr.; Joseph Trachtenberg, gen. mgr. **Adv. Agcy.**—Resnick & Katz, New York, N. Y.

BARDAHL MFG. CORP., 1400 W. 52nd. Seattle 7, Wash. Crankcase additive, water pump lubricant, top oil, high temperature grease, household oil, outboard motor oil, carburetor cleaner, engine flush, sportsmen's oil, gasoline, antifreeze. O. Bardahl, pres.; C. B. Merritt, secy., treas. and gen. mgr.; James W. Phillips, sales and adv. mgr.; Don Simmons, chief chemist. **Adv. Agcy.** — Miller, Mackay, Hoeck & Hartung, Seattle, Wash. Gerald Hoeck, acct. exec.

BARNES CO., W. F. & John, 301 South Water st., Rockford, Ill. Special purpose drilling, tapping, boring and milling machines. W. W. Barton, pres.; K. L. Finkenstaedt, exec. vice-pres.; F. O. W. Bergquist, secy.-treas.; R. B. Billingham, vice-pres., gen. mgr.; G. C. Johnson, wks. mgr.; W. S. Austin, sales mgr.; Harry G. Anderson, serv. mgr.; S. Stark, chief engr.; F. E. Arnold jr., dir. of adv.; **Det. Rep.**—Krueger-Barnes Corp., 1469 E. Grand Blvd.

BARNES-GIBSON-RAYMOND, Division of Assoc. Spring Corp., 40300 Plymouth rd., Plymouth, Mich. (Tel. Plymouth 2310). Springs (valve, clutch and all mechanical types), wire forms, small stampings. C. J. Stofko, gen. mgr.; W. J. Black, sales mgr.; Wm. Wood, chief engr.; Fred Wagner, factory works mgr.; Norman R. Gardner, pur. agt.; J. Mitchell, per. dir.

BARNES - GIBSON - RAYMOND DIV., Associated Spring Corp. (Cook Plant), 401 East Stadium blvd., Ann Arbor, Mich. (Tel. Normandie 3-4258). Springs (valve, clutch and all mechanical types), wire forms, small stampings. C. J. Stofko, gen. mgr.; Oscar L. Joseph, plant mgr.; W. J. Black, sales mgr.; Wm. Wood, chief engr.; Rupert Haynes, factory works mgr.; J. P. McCarthy, pur. agt.

BARNETTE & CO., INC., GUY, 239 South Dudley, Memphis, Tenn. Ambulances, funeral coaches, flower cars, combination units, service cars. Guy Barnette, pres.; David Ballon, secy.; W. R. Snyder, gen. mgr.; Clyde Owens, works mgr., chief engr.; L. E. Barnette, sales mgr. **Adv. Agcy.**—Schorr & Muller, Memphis, Tenn. Harry Schorr, acct. exec.

BARR CORP., 127-09 91st ave., Richmond Hill, L. I., New York. Quilted plastic for seat cover bolsters and door panels. Also heading and misc. interior trim. Irvin S. Kramer, pres., sales mgr.; Martin B. Bayer, treas., pur. agt.; M. L. Kramer, gen. mgr.; Stephen T. Kollisch, chief engr.; M. Crowley, traf. mgr.

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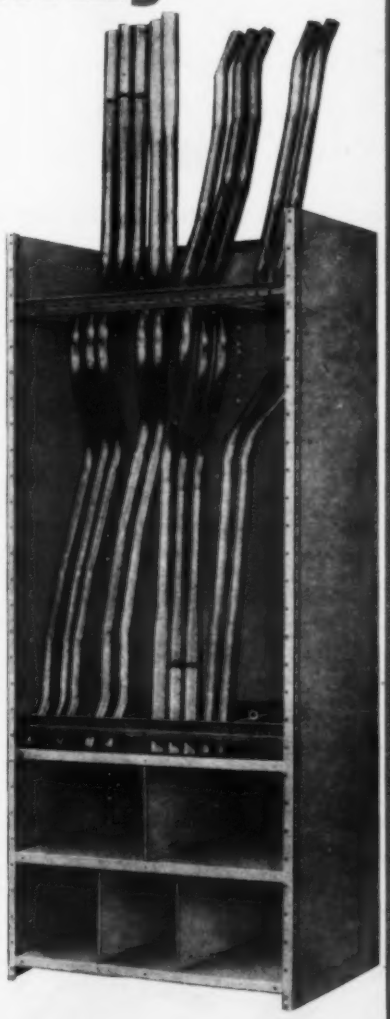

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Manufacturers of quality products for automobiles, trucks, aircraft, offices, factories, warehouses, and homes.

Who's Who in the Auto Industry

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BARRETT EQUIPMENT CO., 21st and Cass, St. Louis 6, Mo. Brake service tools and equipment, tire truers and equipment. H. B. Barrett, pres.; E. R. McAtee, exec. vice-pres.; John Chura, vice-pres.; Marcia Myers, secy.; R. L. Stotlemeyer, asst. sales mgr.; Gus Blum, admin. of sales.; Ernest Fark, chief engr.; John P. Miller, pur. agt. **Adv. Agcy.**—Research & Institute Advertising, Inc., St. Louis, Mo.

BARRY CLEVELAND, INC., 2183 W. 26th st., Cleveland, O., Sta. A, Box 1037. Creators of Stoc-Tikit car system, inventory controls, order books, appraisal forms, used car and truck promotions. Rudolph R. Barry, pres. **Adv. Agcy.**—Landau & Wood, 1816 E. 33rd st., Cleveland 14, O.

BAR'S PRODUCTS SUPPLY, INC., P. O. Box 146, Holly, Mich. Radiator stop leak. Fred D. Barton, pres.; Ethel A. Barton, vice-pres.; Wm. L. Christiansen, secy.-treas. **Det. Rep.**—Bar's Products of Mich., 5871 S. Telegraph, Dearborn 9, Mich.

BAY MANUFACTURING DIV., Life Time Products Corp., P. O. Box 537, Youngstown 1, O. Portable pneumatic auto and truck end lifts, pneumatic bumper jack and garage stands. George T. Stevens, dir. of sales. **Adv. Agcy.**—R. J. McCallister Co., Youngstown, O.

BEACH MANUFACTURING CO., Hampton rd., Donnelsville, O. Rear view mirrors, gas tank filler necks, tubular grille guards, grab handles. Ted Beach, owner.; J. C. Anderson, works mgr.; E. C. Anderson, asst. mgr.; M. Schaffner, pur. agt.

BEACH MFG. CO., INC., K. WM., Beach bldg., Springfield, O. All types of seals; gaskets, mechanical and electrical. K. Wm. Beach, pres. and gen. mgr., sales mgr.; R. Webb, office mgr.; R. Rapp, asst. prod. mgr.; H. Clinngeman, quality control mgr.; E. F. Roeder, prod. mgr. **Det. Rep.**—K. Wm. Beach, Springfield, O. **Adv. Agcy.**—Mervia, Springfield, O.

BEACON CORP., THE, 235 Sexton bldg., Minneapolis 15, Minn. Manufacturers of the Bea-Kon wheel balancer and other service station and garage equipment. Coe H. V. Kiebert, pres., gen. mgr.; W. M. Carleton, vice-pres., secy., pur. agt.; Golda Kiebert, treas.

BEACON DEVICES, INC., 78 Oliver st., North Tonawanda, N. Y. Tire inflater, compressed gas cylinders, pressure regulators, valves. C. R. Phillips, pres., treas.; R. R. Phillips, vice-pres., secy.

BEALL TOOL DIV., Hubbard and Co., 112 N. Shamrock, East Alton, Ill. Lock washers, farm implement parts. E. R. Hogenson, asst. to vice-pres., gen. mgr.; E. E. Pointer, asst. mgr.; C. C. Woodson, supt. **Det. Rep.**—Norwood & Krauss, 5-254 General Motors bldg.

BEAN DIVISION, John, Food Machinery and Chemical Corp., 1305 S. Cedar, Lansing 4, Mich. Wheel aligners, alignment correction tools, wheel balancers, balancing tools, wheel weights, headlight testers, car washers, steam cleaners. Paul L. Davies, pres.; H. L. Bryd, vice-pres. in chg.; Tracy Carrigan, div. mgr.; Harry Schaefer, automotive dept. mgr.; J. H. Kidder, asst. mgr.; Wiley Axford, sales mgr.; A. J. Gerard, adv. mgr.; Len Flegler, serv. parts and acct. mgr. Harry S. Lowe, pur. agt. **Adv. Agcy.**—Jaqua Adv., Grand Rapids, Mich. Pat Whalen, acct. exec.

BEAR MFG. CO., 2016-30 5th ave., Rock Island, Ill. Wheel aligners, axle presses, safety testers, front-end machines, frame and wheel straighteners, wheel alignment and headlight testers, wheel balancers and lugs, tire truing machines, steering gear lube, alignment racks and gauges, tire spreaders, brake testers, caster shims, camber washers, other alignment tools, crankshafts, drive shaft and clutch balancing machines. Victor B. Day, pres.; L. B. Arp, vice-pres.; C. R. Nelson, secy.; Joe Pereue, gen. sales mgr.; E. Quekels, dir. of serv.; W. C. Goldschmidt, adv. mgr.; Lee Thomas, sales prom. dir.; National a/cs, Larry Cheek. **Det. Rep.**—Car and Factory, Harvey Nestle, 16141 Harper ave.; Jobber a/cs, Dick Albright, 20005 Schafer rd., Detroit 35, Mich. **Adv. Agcy.**—Van Auken, Ragland & Stevens, Chicago, Ill.

BEARD TOOL CO., L. O., Andrew and Mill sts., Lancaster, Pa. Reamers (solid, adjustable and repairman's taper), reamer cutting oil, bushing remover sets, Ford valve micrometer gauges, piston pin bushing hones, hydraulic brake cylinder hones, cylinder ridge reamers, valve reseating tools. Chas. A. Keen, pres., gen. mgr., pur. agt.; H. S. Bachman, secy., vice-pres. charge sales, adv. and prom. mgr.; M. E. Gockley, treas.; Earl Gable, asst. sales mgr.; Wm. H. Price, traf. mgr. **Det. Rep.**—H. B. Hazerodt, 416 Ford bldg., Detroit 26, Mich.

BEARINGS CO. OF AMERICA DIV., Federal Mogul Bower Bearings, Inc., 501 Harrisburg ave., Lancaster, Pa. Radial, thrust ball bearings, clutch release and farm equipment bearings. G. S. Peppiatt, pres. (Detroit); J. A. McCarthy, gen. mgr.; W. T. Camp, sales mgr.; A. R. Spicacci, chf. engr.; J. L. Richards, pur. agt.; N. Shoff, traffic mgr. **Det. Rep.**—A. W. Robbins, Potter Block, Room 211, 13973 Woodward ave. **Adv. Agcy.**—Aitkin Kynett, Philadelphia, Pa.

BEAVERITE PRODUCTS, INC., Beaver Falls, N. Y. Gaskets for automotive and industrial uses. D. C. LeFevre, pres., treas.; Charlotte LeFevre, vice-pres.; Virginia LeFevre, secy.; R. W. Burdick, gen. mgr., sales mgr.; E. Kuhl, wks. mgr.; S. S. Hetzell, traf. mgr.; D. C. Owens, pub. rel. mgr. **Det. Rep.**—R. Grey Firth, 22285 Michigan ave., Dearborn, Mich.

BECK EQUIPMENT CO., 3350 W. 137th st., Cleveland 11, O. Paint heaters and removers; strippable vinyl coatings; alkaline cleaning compounds. Louis Beck, pres., gen. mgr.; C. F. Beck, vice-pres.; V. H. Beck, secy.-treas. **Det. Rep.**—Dirks' Industries, Inc., 2032 Gratiot ave. **Adv. Agcy.**—Stedfeld & Byrne, Inc., Cleveland, O. Hal Stedfeld, acct. exec.

BECK PRODUCTS CORP., P. O. Box 3808, Detroit 5, Mich. Automatic screw machine products, ignition and electrical harness, intricate assemblies, molded products, flexible tubing, stampings. C. W. Beck jr., pres., gen. mgr.; J. C. Lobdell, vice-pres., secy., sales mgr.; Orlo Rice, treas.; M. Popovich, pur. agt.

BECKWITH CHANDLER CO., Division of Devoe & Raynolds Co., Inc., Rutherford and Delancey sts., Newark 5, N. J. Enamels, lacquers, undercoats, thinners, industrial finishes. Clarence W. Slocum, pres. and gen. mgr.; W. Claggett Martin, vice-pres. and asst. gen. mgr.; John B. Cleveland, div. sales mgr.

BEDE PRODUCTS CORP., Jackson st., Amherst, O. Paint heaters, airless atomization units. E. T. Nord, pres.; L. Bahler, secy.; Richard T. Schafer, asst. to president.

BEE LINE CO., P. O. Box 569, Davenport, Ia. Frame straightening and wheel aligning equipment; wheel straightening, tire rounder and wheel balancing equipment; 50-ton and 125-ton hydraulic presses. W. Otis Sebolt, mgr. **Adv. Agcy.**—Boudinot Adv., Davenport, Ia.

BEHR-MANNING CO., 3157 Howe st., Troy, N. Y. Coated abrasives, grinding wheels, sharpening stones, pressure sensitive tapes, auto repair cements. Elmer C. Schacht, pres., gen. mgr.; Edwin C. Evans, vice-pres., asst. gen. mgr.; John O. Amstuz, vice-pres., chge. engrg.; Leon E. Hoogstoel, vice-pres. chge. tech.; Henry R. Merrill, vice-pres., gen. sales mgr.; William I. Clark jr., secy. and asst. to pres.; Terence A. Cordner, treas.; Thomas Trowbridge, asst. gen. sales mgr.; Randall S. Manchester, factory mgr., asst. chf. engr.; Byron C. Keene, dir. pur.; Bertram M. Twamley, pur. agt.; Henry J. Sidford, dir. adv. and sales prom.; Harry W. Seifert, asst. dir. adv. and sales prom.; Howard J. Howe, adv. mgr. tapes; Frederic C. Regan, adv. mgr. abrasives; Carlton C. Porter, pub. mgr. **Adv. Agcy.**—J. M. Mathes, 260 Madison ave., New York 22, N. Y. Roger N. Peterson, acct. exec.

BELDEN MFG. CO., 4647 W. Van Buren st., Chicago 44, Ill. Ignition, starting and lighting cables; battery cables; battery service tools; spark plug wire sets; wire and solderless terminals. Chas. S. Craigmile, pres.; H. W. Clough, vice-pres., sales and adv.; Joseph C. Belden jr., secy.; A. L. Wanner, treas.; E. K. Butler (industrial div.), Les A. Thayer (merchandise div.), sales mgrs.; Gene Toolan, sales serv. mgr. (ind. div.); Ted Kroeger, sales serv. mgr. (merchandise div.); W. A. Sandy, pur agt.; Madelsa Allison, prod. mgr., adv. dept.

BELL CO., INC., THE, 411 N. Wolcott ave., Chicago 22. Hydraulic brake fluids, shock absorber fluids, automatic transmission fluid. J. M. Bell, pres.; C. E. Allderdice jr., vice-pres., gen. mgr.; C. J. Bell, secy.-treas.; Joe Jacobs, wks mgr.; E. A. Seeman, sales mgr.; L. E. Carr, chief engr.; Irene Gorvitz, pur. agt. **Det. Rep.**—B. G. Golden, 29700 Thirteen Mile rd., Farmington, Mich.

BELL & GOSSETT CO., 8200 N. Austin ave., Morton Grove, Ill. Heating specialties, centrifugal pumps, refrig. components, compressors (air), heat exchangers. E. J. Gossett, chmn. of bd.; R. E. Moore, pres.; C. E. Pullum, vice-pres., treas.; W. A. Boone, sales mgr.; H. R. Henke, mktg. mgr.; H. A. Lockhart, chief engr.; N. Van Parys, pur. agt. **Adv. Agcy.**—Perrin-Paus Co., Chicago, Ill. D. L. Paus, acct. exec.

BELL & WALLACE, 16146 Meyers rd., Detroit 35, Mich. Advertising sales promotion materials, displays, lithography, silk screen, decalcomanias, printed folding cartons, corrugated containers, pressure-sensitive embossed seals, labels, tags and displays, lapel emblems, metal identification plates. Harry G. Bell, John Wallace, partners.

BEMIS, BRO. BAG CO., 408 Pine st., Box 77, St. Louis 2, Mo. Burlap and cotton piece goods, cotton, burlap, Polyethylene and paper bags, tool bags, mailing bags, Tite-Fit tubing for covering regular and irregular shaped products, paper specialty products, canvas products, TransWall folding, sound-absorbent curtains. F. G. Bemis, pres.; H. V. Howes, vice-pres. and sales mgr.; R. Ramsay, secy.; T. W. Little, treas.; M. B. Chesney, comptr.; G. D. Salisbury, adv. mgr. **Det. Rep.**—R. C. Thomas, Bemis Bro. Bag Co., 1627 W. Fort st., Detroit 16, Mich. **Adv. Agcy.**—Gardner Advertising Co., 915 Olive st., St. Louis 2, Mo. P. V. Fitzgibbon, acct. exec.

BENDIX AVIATION CORP., Fisher bldg., Detroit 2, Mich. Automotive and aviation Components, radar, computers and electronic devices. Malcolm P. Ferguson, pres.; C. Marcus, Palmer Nicholls, G. E. Stoll, R. P. Lansing, M. A. Heidt, A. E. Raabe, E. K. Foster, A. P. Fontaine, Louis Polk, vice-presidents; Henry A. Gossner, secy.; W. H. Houghton, vice-pres., treas.; Wm. A. Mara, dir. adv. and pub rel. **Adv. Agcy.**—MacManus, John & Adams, Inc., Bloomfield Hills, Mich.

BENDIX AVIATION CORP., Eclipse Machine Div., Oakwood ave., Elmira, N. Y. Starter drives and associated starting devices, carburetors, electric fuel pumps. M. P. Ferguson, (Bendix Aviation Corp., Detroit) pres.; H. A. Gossner, (Detroit) secy.; W. H. Houghton, (Detroit), vice-pres., treas.; Elmira: M. P. Whitney, gen. mgr.; R. S. Johnson, dir. sales; A. L. Thompson, sales mgr. carburetors; C. L. Mellor jr., sales mgr. starter drives; J. P. Fanning, sales mgr. automotive replacement; R. E. Fink, service mgr.; J. P. Lynch, adv. & sales prom.; F. T. Chistian, chief engr., drives, pumps and brakes; A. H. Winkler, chief eng., carburetors; F. H. Wurth, pur. agt.; W. A. Mara (Bendix Detroit) pub. rel. mgr.; **Det. Office**—8-205, 8-212 General Motors bldg. (C. L. Mellor jr. and A. L. Thompson). **Adv. Agcy.** — MacManus, John & Adams, Inc. Bloomfield Hills, Mich.

BENDIX-ECLIPSE OF CANADA, LTD., 1473 Argycle rd., Windsor, Ont., Canada. Automotive parts, including Bendix starter drives, mechanical brakes, hydraulic brakes, hydraulic master and wheel cylinders, vacuum brakes; also line link couplers for agricultural implements. R. W. Keeley, pres. and gen. mgr.; Geo. Stoll, vice-pres.; H. A. Gossner, secy.; W. H. Houghton, treas.; E. A. Clifton, wks. mgr.; T. E. McLeod, prod. sales; G. S. Manser, adv. mgr. and serv. sales mgr.; J. C. Blonde, chief engr.; H. A. Cole, pur. agt.; L. B. Eaton, traf. mgr.; W. B. Studak, pub. rel. mgr. **Adv. Agcy.**—MacManus, John & Adams, Bloomfield Hills, Mich.

BENDIX PRODUCTS DIV., Bendix Aviation Corp., South Bend 20, Ind. Automotive products: brakes, power braking systems, power steering, constant velocity universal joints, hydraulic control systems, including clutch and throttle

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controls for rear engine vehicles, carburetors, parts cleaners. Aviation products: carburetors, fuel metering and engine control systems, landing gear systems, including wheels, brakes and shock-absorbing struts. J. A. MacLean, gen. mgr., automotive products; F. E. Farrell, dir. of automotive sales; S. V. Harding, adv. mgr.; T. A. Kreuser, serv. sales mgr.; C. E. Budd, dir. of pur.; J. B. Haas, traf. mgr. **Det. Rep.**—F. D. Hourigan, General Motors bldg. **Adv. Agcy.**—MacManus, John & Adams, Inc., Bloomfield Hills, Mich

BENDIX RADIO DIV., Bendix Aviation Corp., Baltimore 4, Md. Custom automobile radios, radar, mobile communication equipment. E. K. Foster, vice-pres. Bendix Aviation Corp., gen. mgr. radio div.; G. R. Faustman, factory mgr.; W. E. Cleaves, sales mgr.; V. Judd, mgr. mobile and automotive radio sales; W. W. Price, pub. rel. and adv. mgr.; A. E. Abel, dir. engrg. and research; J. L. Winchester, pur. agt. **Det. Rep.**—V. C. Judd. **Adv. Agcy.**—MacManus, John & Adams, Bloomfield Hills, Mich. Wm. Whiting, acct. exec.

BENDIX SKINNER DIV., Bendix Aviation Corp., 434 Twelve Mile rd., W., Box 135, Royal Oak Twp., Royal Oak, Mich. Filters for air, gasoline, oils, hydraulic fluids and industrial liquids. F. C. Weyburne, gen. mgr.; K. C. Gano, sales mgr.; T. R. Collioud, sales prom. mgr.; D. W. Hunt, div. compt.; D. S. Kinsman, pur. agt. R. J. Dubuc, factory mgr.; W. Kasten, chief engr. **Det. Rep.**—H. P. Berry. **Adv. Agcy.**—MacManus, John & Adams, Inc., Bloomfield Hills, Mich.

BENDIX-WESTINGHOUSE AUTOMOTIVE AIR BRAKE CO., 901 Cleveland st., Elyria, O. Complete air brake systems and accessories for buses, trucks and trailers, air brake conversion kits, air clutch control, air steering, air horns, air supply units and other air controls for automotive and industrial applications. D. O. Thomas, pres.; D. S. Kimball jr., vice-pres. and gen. mgr.; E. P. Durack, asst. to the gen. mgr.; F. G. Reiter, secy. and treas.; F. L. Wheaton, gen. sales mgr.; J. H. Walters, factory mgr.; W. G. Warriner, compt.; E. R. Fitch, dir. of research; S. Johnson jr., dir. of engrg.; H. R. Hafferkamp, dir. of pur. **Adv. Agcy.**—MacManus, John & Adams, Inc., Bloomfield Hills, Mich.

BENMATT ORGANIZATION, INC., 3447 East 15th st., Los Angeles 23, Calif. License plate frames, personalized monograms, auto luggage carriers. B. J. Audette, pres., gen. mgr.; Rodney C. Richardson, vice-pres. and pur. agt.; J. W. Simpson, treas.; Paul Huckelbury, plant supt. and traf. mgr. **Det. Rep.**—Leslie James, 14656 Terry ave. **Adv. Agcy.**—Edwards Advertising, Los Angeles, Calif.

BENNET-FERAGEN, 1408 Jerome, Niles, Mich. Automotive test equipment, wheel alignment and correction equipment, bearing packers, wear detectors, flow meters, brake fill tanks, turn tables, wheel balancers, wheel aligners, brake testers, auto test lanes, toe-in gauges. J. B. Whitlow, pres., owner and gen. mgr. **Det. Rep.**—W. H. Borchelt.

BENRUS WATCH CO., INC., 50 West 44th st., New York 36, N. Y. Auto clocks. Oscar M. Lazrus, pres.; Jay Kay Lazrus, vice-pres.; Julian Lazrus, secy.; Benjamin Lazrus, treas.; Samuel Feldberg, gen. mgr.; Robert Gasser, works mgr.; Clifford Siegmeister, sales mgr.; Albert Doerwald, chief engr.; Allan Fox, pur. agt.; Harvey Bond, adv. mgr.; Sidney Langer, traf. mgr. **Adv. Agcy.** — Lennen & Newell, New York, N. Y. Jack Tarcher, acct. exec.

BERG, HEDSTROM & CO., INC., 1170 Broadway, New York 1, N. Y. Quick oil changer. John A. Berg, pres.; Bengt O. Farnstrom, vice-pres., gen. mgr.; Thekla Bugge, secy.; Greta C. Malmof, treas.; Adrian Greenwald, import sales mgr.; J. H. McAndrews, traf. mgr.

BERGER DIV., Republic Steel Corp., Canton 5, O. Fabricators of steel products—bins for parts, racks, shelving, tool room and shop equipment, lockers, desks, tables, filing cabinets, storage cabinets, book shelf units, transfer cases, sheet metal roof drainage products. C. E. Howes, gen. mgr. of sales; D. E. George, mgr. of steel equipt. sales: R. L. Seiple, sales mgr. steel bldg., product sales; P. L. Bruhn, wks. mgr.: Karl Foltz, pur. agt.; E. E. Bang, adv. mgr.; **Det. Rep.**—G. R. Pitts, br. mgr.; G. E. Reed, nat'l automotive rep. **Adv. Agcy.**—Meldrum & Fewsmith, Inc., Cleveland, O. John Goulet, acct. exec.

BERNZ CO., INC., OTTO, Driving Park and Ramona, Rochester 6, N. Y. Portable propane gas appliances. S. J. Reich, pres.; J. M. Dunn, vice-pres.; M. Cappell, treas.; Jack Clayton, vice-pres. in charge of prod.; Fred Dittman, adv. mgr.; J. Spiegel, pur. agt. **Det. Rep.**—Wm. Lettau. **Adv. Agcy.** — C. L. Rumrill & Co., Rochester, N. Y. Donald Miller, acct. exec.

BERTLEY CO., INC., 540 E. Fordham rd., New York 58, N. Y. Custom tailored automobile seat covers. Bert Levy, pres., sales mgr.; pur. agt.; Hannah Levy, secy.-treas.; Norman Levy, gen. mgr.; Bert Levy, adv. and sales prom. mgr.

BESLY-WELLES CORP., South Beloit, Ill. Disc grinders, abrasive discs and wheels, taps, drills, reamers, end mills, tool bits, carbide tipped tools and gages. E. K. Welles, pres.; W. C. Olson, exec. vice-pres.; E. Addoms, vice-pres. in chge. of sales; S. M. Napp, vice-pres. machine tool div.; N. C. Minehart, vice-pres. Abrasives div.; H. G. Haarz, treas.; E. K. Welles jr., secy., adv. & sls. prom. mgr.; M. R. Wardlow, wks. mgr.; R. A. Kemman, Grinder Div. sales mgr.; C. Ferwerda, pur. agt. **Det. Office**—16509 Meyers rd. **Adv. Agcy.**—Glenn-Jordan-Stoetzel & Associates, Inc., Chicago, Ill. C. N. Kirchner, acct. exec.

BETHLEHEM STEEL CO. Alloy and carbon steel bars and billets; low-allow, high-strength corrosion resisting steel; tool steels; hot and cold-rolled sheets and strip; forgings and castings; hydraulic presses and other special machinery; wire rope; cold-formed shapes and special sections. E. G. Grace, chairman; A. B. Homer, pres.; J. V. Honeycutt, vice-pres., sales; P. S. Killian, vice-pres., pur.; J. M. Larkin, vice-pres., industrial and pub. rel.

BETTER METAL PRODUCTS CO., 21025 Eaton rd., Cleveland 26, O. Repair order racks, key cabinets, carbon interleaved repair orders. T. H. Easly, pres.

BETTER MONKEY GRIP CO. (Monkey Grip Sales Co.), P. O. Box 6170, Dallas 22, Tex. Tire and tube repair materials; truck splash guards; tubeless tire repairs and repair equipment; friction, rubber, and plastic electrical tapes; automobile utility floor mats; rubber cements; tire retreading materials. T. H. Everett, pres.; J. R. Everett, vice-pres., prod. mgr.; L. M. Everett jr., vice-pres., secy.-treas. & pur. agt.; Earl R. Beard, sales mgr. **Det. Rep.**—Gene Lempke Sales Co., 484 Fordham Pkwy., Bay Village, O. **Adv. Agcy.**—J. Neal Ferguson & Associates, Dallas, Tex.

BIG BUCK AUTOMOTIVE SUPPLY CO., 307 Cambridge st., Boston 14, Mass. Convertible tops, civilian and army jeep tops, replacement headliners, auto seat covers, truck covers and bow assemblies. Morris Goldfield, owner; Allen R. Gray, sales mgr. **Adv. Agcy.**—Cotter Advertising Agency, 120 Boylston st., Boston, Mass.

BIG FOUR INDUSTRIES, INC., 5938 Carthage ct., Cincinnati 12, O. Henderson air lock tire changer, wheel balancer; Big Four bumper jack, tubeless tire bead expander, truck tire changer and stand. Vernon Hildebrant, pres.; Eric Rothley, vice-pres.; Arch F. Hildebrant, secy. and gen. mgr.; David W. Besuden, sales mgr.; Ed. Strassel, plant supt. **Det. Rep.**—Paul Glasmeier, 1431 Anita ave., Grosse Pointe 36, Mich. **Adv. Agcy.**—Peck-Heekin, Cincinnati 12, O.

BINGHAM STAMPING DIV., The Bingham-Herbrand Corp., 1062 Post st., Toledo 6, O. Brake levers, compressor shells, stampings—medium to large. L. E. Yunker, pres.; D. R. Feemster, vice-pres., gen. mgr. and sales mgr.; J. G. Fetter, secy.; R. B. Johnston, treas.; F. F. Reischman, works mgr.; R. S. Hinsey, chief engr.; C. A. Keller, pur. agt.; W. A. King, traf. mgr.; C. A. Bradley, pub. rel. dir. **Det. Rep.** — M. H. Alldredge, 414 Fisher bldg.

BINKLEY MFG. CO., Warrenton, Mo. Truck trailer and body steel and aluminum structure, roofs, hardware, tire carriers, landing gears, 5th wheels and tandems. W. J. Binkley, pres.; W. Hausner, vice-pres. and treas.; E. G. DeMersseman, secy., F. A. Bornmann, gen. sales mgr., R. B. Meihaus, sales mgr. Trailer & Truck Body Parts Div.

BINKS MFG. CO., 3114-44 Carroll ave., Chicago 12, Ill. Spray guns, spray booths, painting outfits, regulators, hose and connections, all spray painting accessories. Burke B. Roche, pres.; P. L. Griffin, vice-pres., treas.; John E. Rowe, vice-pres., indus., pub. rel.; C. Houlihan, secy.; George Harker, chief engr.; Richard Kresch, pur. agt. **Det. Rep.**—A. W. Christenson, 105 E. Baltimore ave. **Adv. Agcy.** — Robertson, Buckley & Gotsch, Chicago, Ill. Scott Robertson, acct. exec.

BISHMAN MFG. CO., Osseo 1, Minn. Tire repair equipment, battery service equipment; pumps, barrels, drum, tank, tools; garage. Walter A. Bishman, pres.; E. L. Bishman, vice-pres.; Harold G. Lien, secy.-treas. F. Ruhland, works mgr.; Don Lyons, sales mgr.; Bob Sharrow, asst. sales mgr.; M. Dahlgren, parts and acct. mgr. Walter Ruhland, chief engr.; A. Wallace, pur. agt. **Det. Rep.** — James Wernert, 3155 Goddard rd., Toledo, O. **Adv. Agcy.**—Keystone Ad. Agency, Minneapolis, Minn. A. G. Taylor, credit mgr.

BISHOP & BABCOCK MFG. CO., 4901 Hamilton ave., Cleveland 14, O. Thermostats, replacement and original equipment; hot water heaters and heater fittings. Edward L. Mayo, pres.; Wm. C. Linehan, treas.; H. J. Stenger, gen. mgr.; L. B. Smith, sales mgr.; E. R. Kay, sales supervisor; R. F. Doughty, adv. mgr.; A. G. Getz, chief engr.; R. A. Dempsey, pur. agt. **Det. Rep.**—M. M. Wendell Co., General Motors bldg.

BLACK & DECKER MFG. CO., THE, E. Penna. ave, Towson 4, Md. Portable electric tools—screw drivers, impact wrench, nibblers, portable electric drills, sanders, polishers, shears, vacuum cleaners, electric bench and portable grinders, electric valve refacers, valve seat grinders, wire wheel and carbon cleaning brushes. R. D. Black, pres. and chmn. of board.; A. G. Decker jr., exec. vice-pres.; J. F. Spaulding, vice-pres., gen. sales mgr.; R. G. Horner, vice-pres. sales planning; Adam J. Quick, vice-pres. prod.; T. I. Burbage, corp. secy.; J. Early Hardesty, treas.; A. S. Boehm, sales mgr., ind. auto. div.; A. S. Fehsenfeld, sales mgr., hardware div.; J. P. Spain, sales mgr., prod. service div.; J. F. Apsey jr., dir. adv. and sales prom.; G. H. Porter, III, adv. mgr., ind. auto. div.; G Ross French, adv. mgr., hardware div.; **Det. Rep.**—J. M. Schreiber, 3028 E. Grand Blvd.

BLACK MFG. CO., 70 Okner pkwy., Livingston, N. J. Paint spray equipment. R. B. Hiley, pres.; A. H. Wickes, vice-pres.; Gaylord B. Wilson, secy.-treas. **Det. Rep.**—E. C. Imonen & Associates, 20203 Hubbard rd., Livonia, Mich. **Adv. Agcy.**—Ray Ellis Advertising, Chatham, N. J. W. H. Lawrence, acct. exec.

BLACK & SONS, INC., ADAM, 300 Tonnele ave., Jersey City 6, N. J. Truck and trailer bodies. Fred O. Black, pres., gen. mgr.; William C. Black, secy., sales and adv. mgr.; Edward A. Black, treas. and wks. mgr.; Fred O. Black jr., chief engr.; Fred D. Godfrey, pur. agt.; William F. Black, sales mgr.

BLACKHAWK MFG. CO., 5325 W. Rogers, Milwaukee 46, Wis. Hydraulic hand and service jacks, porto-power equipment and hydraulic controls. H. P. Brumder, chmn. of bd.; Phil Brumder, pres.; John Merker, vice-pres., secy., mgr. contract sales; Hal Goehrig, vice-pres., chg. sales; E. M. Brabant, wks. mgr.; L. E. Bertane, vice-pres., exp. mgr.; Bill Dyke, sales mgr., dist. div.; Jack Wedereit, serv. mgr.; Wes Kiley, mktg. mgr.; Joel Liska, adv. mgr.; Ted Affronti, dir. pur.; Harry Ferguson, prod. mgr., Porto-Power. **Adv. Agcy.** — Klau-Van Pietersom-Dunlap, Inc., 744 N. 4th st., Milwaukee, Wis. Burt E. Hotvedt, acct. supervisor; Harold Weber, acct. exec.

BLAISDELL MFG. CO., 1350 Coronado ave., Long Beach 4, Calif. Feathered shims, tappet screws, oil metering jets, brass and steel expansion plugs, lock nuts and washers, axle sleeves. A. H. Blaisdell, pres.; H. J. Blaisdell, vice-pres.

(Continued on Page 198)

The best things in life are . . . W-H-A-A-T?!?

If your product is sunshine and blue skies, you've got it made. But if you sell down-to-earth things like shiny new cars or good things to eat you know how important it is to reach the people with the most buying power.

There's a goodly amount of buying power in Metropolitan Detroit, and WJR is the radio station that can help you reach it. You see, 81% of the purchasing power is controlled by folks 30 years and over. In an average day WJR reaches more listeners in this select group *than the next six Detroit stations combined!*

These fabulous figures are through the courtesy of the Bureau of the Census—and the result of a survey made by Alfred Politz Research, Inc. They prove just who has the buying power, and how completely WJR reaches them.

If you have something to sell in the Detroit-Great Lakes area, ask your ad manager or have him contact the Henry I. Christal office nearest you.

The Great Voice of the Great Lakes

WJR *Detroit*

50,000 Watts *CBS Radio Network*

Your children will have more buying power in the future if they have better schools today.

Who's Who in the Auto Industry

(Continued from Page 197)

BLANCHARD BRO. & LANE, INC., 408 Frelinhuysen ave., Newark 5, N. J. Genuine upholstery leather for automotive and furniture. Sherwood B. Gay, chmn. of bd.; Edward S. Fitzgibbons, pres.; H. L. Dinsmore, N. C. Foss, G. J. Belzel, vice-presidents; John C. Koeniger, treas.; Thomas V. Jardine, secy.; James K. Koeniger, works mgr., Newark plant; John S. Kent, works mgr., Ashtabula, Ohio plant; N. C. Foss, automotive sales mgr., Detroit; George Taylor, auto. sales mgr., factory. Norman Sarnoff, oper. coord.; John C. Koeniger, pur. agt.; Graham Cleaves, pers. mgr. **Det. Rep.**—Ryan Sales Engineering Co., 7545 Lyndon ave., Detroit 38, Mich.

BLISS CO., E. W., 1375 Raff rd. S.W., Canton, O. Mechanical presses, hydraulic presses, automatic feeds, can and container machinery, rolling mills, special machinery. E. A. Irwin, vice-pres., sales; R. Y. Moss, vice-pres., Canton Div.; N. J. Kirk, vice-pres., Toledo Div.; R. Shannon, vice-pres., Hastings Div.; J. R. Patterson, vice-pres., Mackintosh; Hemphill Div.; G. Perrault, vice-pres., (rolling mill div., Salem, O.); R. K. Compton, vice-pres. and mgr. of personnel; W. H. Garrison, treas.; F. J. deLorme, controller and asst. treas.; W. Staecker, chf. engr. (Canton Div.); A. H. Schios, chf. engr. (Toledo Div.); F. B. Porteous, chf. engr. and mgr. Can Machinery Division (Hastings, Mich.); H. T. Burke, chf .engr. (Hastings Div.); G. E. Farrington, chf. engr. (rolling mill div., Salem, O.); E. V. Crane, chf. engr., special projects; E. V. Ferry, adv. mgr. **Adv. Agcy.** — Feeley Adv. Agcy., New York, N. Y. John J. Feeley, acct. exec.

BLITZ ELECTRIC CO., 5713 Wentworth ave., Chicago 21, Ill. Battery chargers (fast and slow), trickle charger, battery wheelers, power packs, warning signals, booster cables, extension cables, battery lifter and jumpers. Charles J. Wolowig, pres., sales, mgr.; Stanley Ligora, secy., treas. and works mgr. **Adv. Agcy.**—Conwisher, 5252 Broadway, Chicago, Ill.

BLOOD BROTHERS MACHINE, Div. Rockwell Spring & Axle Co., 1 Glass st., Allegan, Mich. Universal joints and assemblies. R. E. Myers, gen. mgr.; G. Gibson, works mgr.; D. F. Wilber, sales, adv. mgr.; G. R. Harrington, chf. engr.; C. Condon, pur. agt. **Adv. Agcy.**—Paxson, Advertising, Inc., Benton Harbor, Mich.

BLUE BIRD BODY CO., Fort Valley, Ga. School and passenger bus bodies. A. L. Luce, pres.; Albert L. Luce jr., gen. mgr.; G. W. Mathews jr., sales mgr.; J. A. Roquemore, chief engr.; H. F. McElroy, pur. agt.; G. E. Luce, plant mgr.

BLUE CROWN CORP., P. O. Box 96, Defiance, O. Automotive spark plugs. R. C. Zeller, pres.; Jerry Colonna, vice-pres.; F. W. Sweet, secy.-treas.; K. L. Johnson, adv. and sales prom. mgr.; J. E. D. McCarty, chf. engr.

BLUMENTHAL & CO., INC., SIDNEY, 1 Park ave., New York 16, N. Y. Upholstery. David Berdon, chmn. of bd. and treas.; William Heller, pres.; George B. Matthews, adv. mgr.

BOHN ALUMINUM & BRASS CORP., Detroit 26, Mich. Automobile, bus, diesel, marine, tank, tractor and truck bearings and bushings; automobile, bus, diesel, marine, tank, tractor and hydraulic brake pistons (rough and finished); aluminum and brass extrusions; brass rods; aluminum and brass forgings; aluminum permanent mold castings; brass and bronze ingot; solders and babbits; refrigeration and air conditioning products. S. D. Den Uyl, pres.; Terry W. Kuhn, exec. vice-pres.; E. K. Mann, vice-pres. and treas.; C. M. Adams, vice-pres.; W. J. Lane, secy.; K. R. Crawford, asst treas. and asst. secy.; D. I. Connor, adv mgr. **Adv. Agcy.**—Zimmer, Keller & Calvert, Inc., Detroit 26, Mich.

BOLT AND CHAIN DIVISION, Republic Steel Corp., 1970 Carter rd., Cleveland 13, O. Bolts, nuts, welded and weldless chain, chain slings, tire chains, fittings and accessories. Harold C. Seifert, wks. mgr.; H. A. Craig, sales mgr.; H. D. Burdick, asst. sales auto.; R. C. Klemm, W. C. Schnackel, asst. sales. **Det. Rep.**—G. E. Lustic, 2008 Fisher bldg. **Adv. Agcy.** — Meldrum and Fewsmith, Cleveland, O. J. C. Clawson, acct. exec.

BOLTA PRODUCTS, Div. of General Tire & Rubber Co., 70 Garden st., Lawrence, Mass. Boltaflex supported and self- supported vinyl sheeting in automotive formulations for use as seat cover trims and as original equipment on new cars. Quilted Boltaflex for seat cover trims, Boltaflex crystal clear for rear windows of convertibles. John Bolten sr., gen. mgr.; Frederick Dodkin, asst. to gen. mgr.; J. A. Wilcox, asst. sales mgr.; James D. Casey, dir. of engrg.; Arnold A. Weiner, sales mgr. upholstery div.; Carl E. Hoich, sales mgr. custom molding; Sumner Trilling, gen. sales mgr.; Bomar Kramer, sales mgr. automotive original equipment div.; A. S. Bloomberg, sales mgr. automotive access. div.; Paul R. Hofmann, sales mgr. building materials div.; Howard W. Wing jr., sales mgr. spec sheeting div.; David Donnan, sales mgr. saran monofilaments; Oscar Witten, export mgr.; Wayne Grubaugh, pur. agt.; John R. Sullivan, traf. mgr.; David H. Simonds, dir. of adv. **Adv. Agcy.**—D'Arcy Adv. Co., Terminal Tower, Cleveland 13, O. Robert Leetch, acct. exec.

BONNEY FORGE & TOOL WORKS, Alliance, O. Mechanics' hand tools. Joseph W. McDougal, pres.; K. W. Foust, exec. vice-pres.; Max E. Secaur, adv. mgr.; Richard R. Holmstrom, asst. sales mgr.; Robert L. Houston, chf. engr.; H. J. Seaman, field sales supervisor; George Clayton, pur. agt.

BON TON AUTO UPHOLSTERY, INC., 15 W. Marie st., Hicksville, N. Y. Custom auto seat covers, boxed convertible tops, auto carpets, front or rears. Theodore Caplan, pres.

BONZER-WESTERN CORP., 3055 E. 12th st., Los Angeles 23, Calif. Cosmopolitan rear wheel kit, fender skirts, rear door safety locks, Continental rear deck kit, air cleaners, fender shields, stainless steel tire rings, car coolers, Miter Kings (hand tool). L. W. Bonzer, pres., gen. mgr.; L. W. Bowling, vice-pres.; B. S. Koolish, secy.-treas.; Mannie Williams, sales mgr. **Adv. Agcy.**—Advertising Art Associates, Long Beach, Calif. John Sarver, acct. exec.

BOOTS AIRCRAFT NUT CORP., P. O. Box 591, Norwalk, Conn. Self-locking nuts and threaded inserts. Col. N. Jay Boots, pres.; Jay S. Boots, vice-pres.; C. A. Milton, secy.-treas.; Charles G. Miller, sales mgr. **Adv. Agcy.** — Woodward & & Byron, Westport, Conn.

BORG & BECK DIV. of Borg - Warner Corp., 6558 S. Menard ave., Chicago 38, Ill. Torque converters and clutches for passenger cars, trucks, tractors, lift-trucks. Harold Nutt, pres. and gen. mgr.; Clyde Bissell, vice-pres., secy-treas. and contr.; Otto Janes, asst. secy. and asst. treas.; Paul Jones, works mgr.; Fred T. Rumpf, asst. factory mgr. and dir. indus. rels.; Arthur W. Anderson, sales engr.; Alfred A. Krueger, asst. to gen. mgr.; Chas. C. Blanchard, serv. mgr.; R. L. Smirl, dir. of engr.; Lawrence R. Seen, pur. mgr.; Edward N. Newren, asst. pur. mgr.; Carl E. Morris, traf. mgr. **Det. Rep.**—Joel D. Monroe, Rm. 7-233 General Motors bldg., Detroit 2, Mich. **Adv. Agcy.**—Rogers & Smith, Chicago, Ill. Robert L. Headen, acct. exec.

BORG PRODUCTS DIV., The George W. Borg Corp., 902 Wisconsin st., Delavan, Wis. Electrically-wound and hand-wound automobile clocks. Lester M. Grether, pres.; Harold R. Egenes, secy., treas.; Karl M. Keck, sales mgr.; Sam Dinerstein, chief engr.; H. W. DeVitt sr., supt.; Deane T. Grether, pur. agt. **Det. Rep.**—Robert Griffin, Basso bldg., Detroit 2.

BORG-WARNER CORP., 310 S. Michigan, Chicago 4, Ill. Clutches, transmissions, automatic transmissions, torque converters, gears, universal joints, carburetors, automotive timing chains, radiators, silent chains, sprockets, flexible couplings, speed reducers, hydraulic pumps, fuel pumps, air pumps, electric motors and related accessories (for aircraft, electric and engine hydraulic pumps), valves and electric motors, gear reduction units, power takeoffs, mechanical precision springs for automotive and aircraft industries, special clutch discs and precision flat springs. R. C. Ingersoll, chmn. of bd., R. S. Ingersoll, pres.; G. A. Shailberg, chmn. of exec. comm.; L. G. Porter, admr. vice-pres.; H. H. Gehlbach, secy.; Albert Steg, treas. and contr.; R. W. Murphy, vice-pres. and gen. counsel; G. A. Shailberg jr., dir. of adv.; Donn Sutton, pub. rel. counselor. **Adv. Agcy.**—J. Walter Thompson Co., Chicago, Ill. T. T. Weldon, acct. exec. **Industrial Adv.**—Rogers and Smith, Chicago. R. L. Headen, acct. exec.

BORROUGHS MFG. CO., Subsidiary American Products Co., 3002 N. Burdick, Kalamazoo, Mich. Flexi (storage) bins, library shelving, bookcases, storage cabinets, stampings, sheet metal fabrication, industrial shelving. American Metal Products officers: D. F. Roby, pres.; S. D. Bulloch, vice-pres.; F. C. Matthael jr., secy.; A. M. Mras, treas.; George Bennett, pres. & gen. mgr.; T. L. Call, secy.-treas.; Ray Pike, traf. mgr.; E. W. Niskala, sales mgr. **Adv. Agcy.**—Roland G. Spedden, 1402 Maccabees bldg., Detroit 6, Mich. Roland G. Spedden, acct. exec.

BOSTON WOVEN HOSE & RUBBER CO., Boston 3, Mass. Conveyor, elevator and transmission belting, industrial and fractional V-belts, industrial hose, industrial and municipal fire hose, plastic, rubber and friction tape, sheet packing, brass goods, rubber garden hose and matting. John M. Bierer, pres.; James N. Mason, exec. vice-pres.; Alden S. Foss, asst. treas.; Randolph H. Jackson, dir. of sales; Jerome M. Schlakman, adv. dir.; J. E. Munro, pur. agt. **Adv. Agcy.**—Reingold Co., 69 Newbury st., Boston, Mass.

BOSTROM MFG. CO., 133 W. Oregon st., Milwaukee 4, Wis. Torsion rubber spring suspension seat assemblies for trucks and tractors; cushions, spring units for trucks, tractors, earthmovers, transport vehicles. Harold W. Bostrom, pres.; K. A. Bostrom, chmn. of the bd., treas.; Richard R. Whiting, vice-pres., secy.; James J. Gibbons, dir. of sales and adv.; Richard D. Cory, sls. mgr.; A. K. Simons, dir. engrg. and research; J. H. Kitterman, pur. agt. **Adv. Agcy.**—Allman Co., Free Press bldg., Detroit 26. R. F. Anthony, acct. exec.

BOSTWICK LABORATORIES, INC., Aerosol Div. of B. T. Bostwick, Inc., 625 Madison ave., New York 22, N. Y. Insect killer, fire extinguishers, Aerosal insecticides, moth proofers, air conditioners, plastic sprays, spot remover, spray paint remover, charcoal lighter, oven cleaner. A. O. Samuels, pres. and gen. mgr., treas.; J. Schenberg, vice-pres.; Herbert Cohen, secy.; E. F. Knudsen, pur. agt.; Jack Schenberg, sales and adv. mgr.; Paul Klinger, traf. mgr.

BOUND BROOK OIL-LESS BEARING CO., Lincoln blvd., Bound Brook, N. J. Sintered bronze and sintered iron bearings and structural parts, graphited bronze bearings. W. R. Toeplitz, pres.; S. S. Connor, vice-pres. & secy.; F. Verse, mgr. sales engrg.; H. E. Thornton, chief engr.; E. B. Schoenly, factory mgr.; C. Durlach, pur. agt. **Det. Rep.** — J. J. Scott, 1358 Book bldg. **Adv. Agcy.**—Kniep Associates, Dover, N. J.

BOWEN PRODUCTS CORP., Canal st., Auburn, New York. Lubricants, grease cups, oilers, metal stampings. D. G. Harrison, pres., James F. Conners, vice-pres.; Wm. H. Steelow, prod. mgr.

BOWER ROLLER BEARING DIV., Federal-Mogul-Bower Bearings, Inc., 3040 Hart ave., Detroit 14, Mich. Tapered roller bearings, straight roller bearings. G. S. Peppiatt, pres.; F. E. Halderman, gen. mgr.; S. E. Davidson, dir. of sales;

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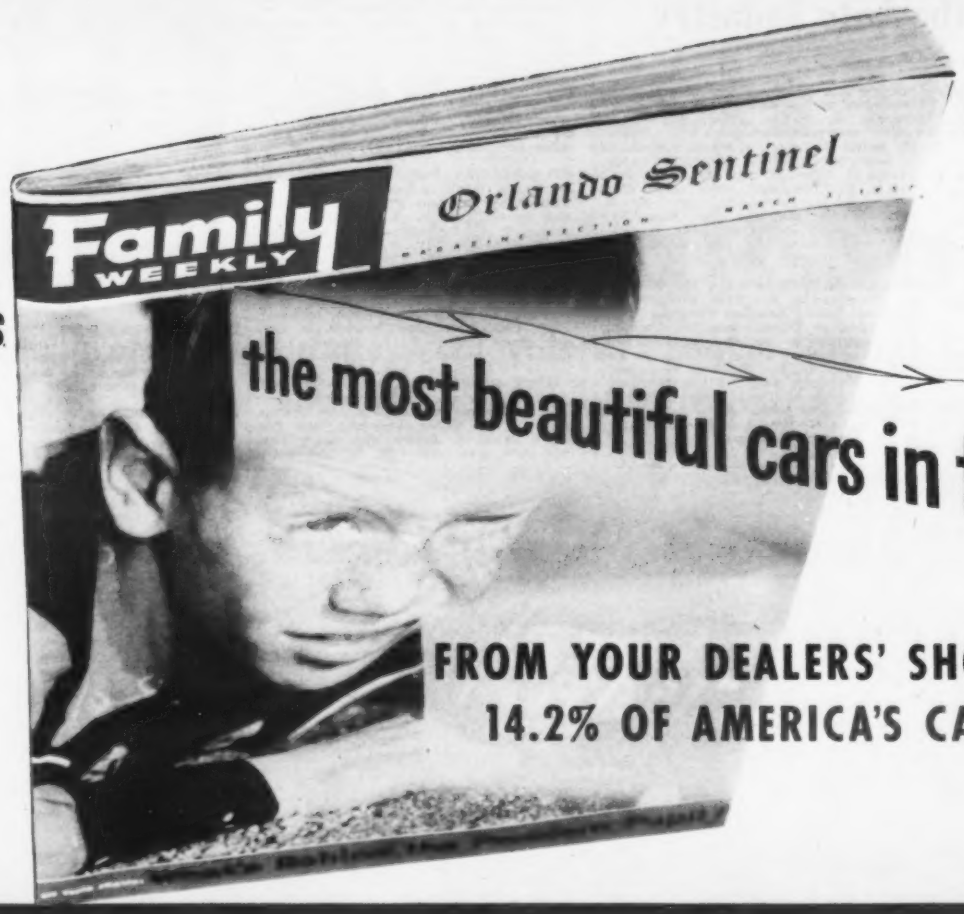

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Who's Who in the Auto Industry

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G. O. Wilson, dir. of mfg.; H. Weis, mgr. prod. eng.; C. J. Heller, dir. of pur.; W. E. Calder, asst. to mgr. **Adv. Agcy.**—MacManus, John & Adams, Bloomfield Hills, Mich.

BOWERS BATTERY & SPARK PLUG CO., Box 1262, Reading, Pa. Storage batteries, spark plugs, battery changing equipment. H. J. Noznesky, pres.; A. J. MacRae, exec. vice-pres.; I. C. Montz, secy.-treas.; G. R. Luckenbill, works mgr.; Richard Bowers, sales mgr.; W. F. Keller, adv. mgr.; Harold L. Deprill, pur. agt.; Herbert Nagle, traf. mgr. **Adv. Agcy.**—Beaumont, Heller & Sperling, Reading, Pa. Louis Sperling, acct. exec.

BOWES "SEAL FAST" CORP., 226 N. Pine st., Indianapolis 7, Ind. Tire and tube repair, tubeless tire repair, radiator chemicals, white sidewall tire cleaner—liquid and paste, battery cables, spark plugs, tire repair equipment and machines, additives, oil filters, valve hardware, automotive fuses, molded and flexible radiator hose, combustion-aid, brake fluid, tire paint, waterless hand cleaner. Charles E. Bowes, pres.; Corwin T. Geyer, vice-pres. and gen. mgr.; Robert M. Bower II, exec. vice-pres.; Freeman A. Leas, secy.; Maude F. Watson, treas.; George E. Talmage, mgr. dist. sales div.; George O. Cote, mgr. nat'l accts. div.; Frank S. Gardner, pur. agt.; E. E. Perkins, asst. pur. agt. **Det. Rep.**—Fay Barnett, 16739 Rutherford. **Adv. Agcy.**—Pettinger-Harding, Inc., Indianapolis, Ind. Charles Pettinger, acct. exec.

BOWMAN PRODUCTS CO., 850 E. 72nd st., Cleveland 3, O.; 2135 Fredrick st., Oakland, Calif.; Bowman Products (Canada) Ltd., 25 Densley ave. W., Toronto, Ont. Automotive hardware, replacement parts, specialties, accessories. C. F. Devine, pres.; D. L. Thoburn, vice-pres.; A. H. Narwold, secy.; P. V. Thoburn, treas.; J. M. McKinnie, sales mgr.; C. Kittredge, sales prom. mgr.; S. M. York, chief engr.; R. W. Hendricks, pur. agt.; F. W. Carper, asst. pur. agt.; C. W. Graf, traf. mgr.

BOYERTON AUTO BODY WORKS, INC., Third and Walnut, Boyertown, Pa. Production type conventional and forward control delivery panel bodies; special custom-built bodies, van bodies, refrigerated truck bodies, ambulance bodies, expansible van bodies and folding side van bodies. Paul R. Hafer, pres.; B. Frank Hafer, secy.-treas.; Gordon Rose, asst. to pres.; W. Sterling Keller, dir. of product development; Lloyd B. Fritz, sales dir.; Sam Trethewey, pur. agt.

BOYLE-MIDWAY INC., 22 E. 40th, New York 16. Auto polishes, "2-in-1" oil, Kant-Rust oil, and Plasteele, for body and fender repairs. S. Schraffenberger, pres.; E. A. DeBaggis, sales vice-pres.; R. S. Wheeler, adv. mgr. **Adv. Agcy.**—Young & Rubicam, 285 Madison ave., N. Y. W. Geeslin, acct. exec.

BRACH MFG. CORP., 200 Central ave., Newark 3, N. J. Auto radio antennas. J. B. Cejka, vice-pres. in chge.; J. Berger, sales mgr.; F. J. Heeder, plant mgr.; A. Ashcroft, pur. agt.

BRADEN WINCH CO., P. O. Box 547, Broken Arrow, Okla. Winches, gear boxes, hanger bearings. J. E. Mabee, pres.; H. B. Mabee, vice-pres. and gen. mgr.; Frank A. Brown, chg. sales; Curtis Cory, adv. mgr.; E. W. Turnquist, chief engr.; C. A. Thomas, pur. agt.; Walter Black, traf. mgr. **Det. Rep.**—Howard M. Ross, 615 Orchard View Drive, Royal Oak, Mich., **Adv. Agcy.**—Watts-Payne Adv. Co., Tulsa, Okla. Les Hauger, acct. exec.

BRAEBURN ALLOY STEEL CORP., Braeburn, Pa. High speed alloy and carbon tool steels, tool bits and shear blades. Mortimor S. Gordon, chmn.; Norman I. Stotz, pres.; John A. Nelson, vice-pres.; N. B. Mullen, secy.; Walter H. Knoww, treas.; A. J. Gourley, asst. treas.; H. M. Alworth, storekeeper; Charles W. Schuck, gen. supt.; C. T. Fletcher, metallurgist; A. S. McQueen jr., asst. sales; F. B. Walker jr., chief engr.; E. M. McLaughlin, pur. agt.; J. F. Conner, chief chemist; J. R. Hill, M. M.; D. C. Garilitts, mach. shop supt. **Det. Rep.**—E. A. Brophy, 1135 East 9 Mile rd., Ferndale 20, Mich.

BRAKE LINING SUPPLY CO., INC., 882 Commonwealth ave., Boston 15, Mass. Brake lining for cars, trucks, buses, etc. Adrian Comins, pres. and treas.; S. A. Comins, vice-pres. and gen. mgr.

BREEZE CORP., INC., 700 Liberty ave., Union, N. J. Radio ignition shield assemblies, tab controls, tachometer adapters, conduit and fittings, hose clamps, flexible tubing and metallic bellows and electrical connectors. J. J. Mascuch, pres.; R. Mascuch, vice-pres.; H. J. Dwyer, secy.; E. J. Kocis, treas.; T. C. Irwin, automotive sales mgr.; K. D. Strunk, dir. engrg.; R. Fuller, pur. agt.; A. P. Ellsworth, asst.; M. Lyon, sales mgr. **Adv. Agcy.**—Burke, Dowling, Adams, Montclair, N. J. B. D. Adams, acct. exec.

BREUER ELECTRIC MFG. CO., 5100 N. Ravenswood ave., Chicago 40, Ill. Industrial vacuum cleaners, floor maintenance machines, portable electric blowers, portable (Auto-Vac) vacuum cleaners, dust collectors. A. V. Breuer, pres.; C. A. Criswell, vice-pres.; R. L. Kline, gen. sales mgr.; J. Hill, serv. mgr.; E. Rowe, pur. agt. **Det. Rep.**—Tornado Sales and Service, 8035 Hamilton ave., Detroit 2, Mich. **Adv. Agcy.**—Grimm & Craigle, Chicago, Ill. Walter T. Craigle, acct. exec.

BREWER-TITCHENER CORP., THE, 111 113 Port Watson st., Cortland, N. Y. Forgings and stampings. J. H. Greene, pres.; J. F. Dwyer, E. R. Brewer, W. S. Brewer, vice-presidents; H. J. Flinn, treas.; F. A. Celler, vice-pres. for sales; A. W. Hoffman, dir. of pur.; L. H. Dodd, traf. mgr.; Robert J. Sullivan, mgr. of Cortland Forging Div.; W. D. Sweetland, mgr. of Crandal-Stone Div., Binghamton, N. Y.; J. F. Dwyer, mgr. of Carriage Goods Div., Cortland, N. Y. **Det. Rep.**—C. H. Webster. Adv. Agcy.—Taylor M. Ward, Inc., Ithaca, N. Y.

BRIDGEPORT BRASS CO., 30 Grand st., Bridgeport 2, Conn. Brass, copper and bronze sheet, rod, wire, tubing, condenser and heat exchanger tubes, bronze welding rod and wire, phono-electric bronze wire, brass and copper pipe, copper water tubes, fittings, tire valves and accessories plumbing goods, plastic sprays in clear, aluminum, black and white colors, aluminum forgings and extrusions, irrigation pipe and tube and metal laminates. Herman W. Steinkraus, pres., gen. mgr.; Austin R. Zender, exec. vice-pres.; Richard L. Allen, vice-pres., chge. of sales; John S. Dawson, secy., counsel; W. E. Breetz, vice-pres., treas.; William E. Duggan, adv. mgr., Industrial Products. **Adv. Agcy.** — Hazard Adv. Co., New York. Richard Darby, acct. exec.

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(Continued on Page 202)

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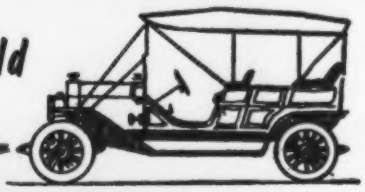

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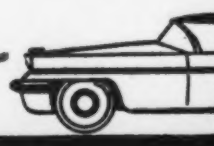

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(Continued from Page 200)

Leach, pres.; W. H. Hippensteel, sales mgr. automotive div.; J. R. Jamison, sales mgr., new products; George McCollough, vice-pres., works mgr.; C. S. Yoran, vice-pres., dir. of research; C. C. Lewis, treas.; R. D. Branigan, secy.; D. B. Adams, comptr.; H. L. Wettschurack, dir. of pur.; H. R. Kissell, dir. of personnel; F. C. Tuxworth, chief engr.; G. J. Meyers, traf. mgr. **Det. Rep.**—A. E. Hess, 725 Fisher bldg., Detroit, Mich.

BROWN TRAILERS, INC., Spokane, Wash. Aluminum trailers and bodies; van semi-trailers, open top semi-trailers, grain semi-trailers, doubles semi-trailers, step floor semi-trailers; van full trailers, cargo van bodies. T. C. Brown, pres. and chm. of bd.; W. R. Brown, exec. vice-pres.; A. A. Kearney, vice-pres., sales mgr.; L. A. Clark, vice-pres. prod.; G. R. Mortenson, vice-pres. procurement; T. A. Roberts, vice-pres., western reg. sales mgr.; John Leveille, treas.; R. L. Bailey, Spokane plant mgr.; R. H. Rhoads, Reading plant mgr.; R. G. Flagan, chief engr.; C. W. Raymond, adv. mgr. **Adv. Agcy.** — Allied Advertisers Agency, Toledo, O.

BROWN, W. R., CORP., 2701 N. Normandy ave., Chicago 35, Ill. Portable paint sprayers, air compressors, spray guns. Everett H. Marti, pres.; J. Deming, vice-pres.; N. L. Brown, secy.; V. E. Guest, treas.; R. E. Bukowski, works mgr.; O. Hagist, chf. engr. **Adv. Agcy.**—Jones Frankel, Chicago, Ill. A. Gaines, acct. exec.

BRUNNER MANUFACTURING CO., 1821 Broad, Utica 1, N. Y. Air compressors, L. P. gas units, packaged air conditioners, semi-hermetic units, refrigeration equipment. A. G. Zumbrun, pres.; George C. Mumford, secy.-treas.; A. Steiger, works mgr.; Wallace J. Hoeing, sales mgr.; W. C. Roberts, adv. mgr. and sales prom.; Walter A. Runciman, serv. mgr.; M. W. Stoms, chief application engr.; E. H. Schiller, vice-pres. pur.; Andrew Breckel, traf. mgr.; O. R. McDonald, pub. rel. dir.; A. G. Zumbrun jr., asst. sales mgr. **Adv. Agcy.**—Moser & Cotins, Utica, N. Y. Lyle Reigler, acct. exec.

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BUICK MOTOR DIV., Flint 2, Mich. Motor cars. E. T. Ragsdale, gen. mgr.; J. L. Powers, gen. mfgr. mgr.; A. H. Belfie, gen. sales mgr.; J. L. Bradshaw, E. C. Kennard, R. F. Blair, asst. gen. sales mgrs.; J. B. Nash, admin. asst. gen. mgr. chge. dir. rel.; G. D. Wilson, adv. mgr.; E. J. Krause, serv. mgr.; Paul E. McCracken, parts and acct. mgr.; V. P. Mathews, chief engr.; F. J. Compson, pur. agt.; C. Clark Smith, traf. mgr.; Harold E. Hardenbrook, works mgr.; W. E. McNaught, pub. rel. dir. **Det. Rep.**—J. A. Mayer, 6164 Cass ave., Detroit. **Adv. Adcy.**—Kudner Agency, Inc., New York, N. Y. Martin Rice, acct. exec.

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BURGESS-NORTON MFG. CO., Geneva, Ill. Piston pins, stampings, hardened and ground parts, screw machine products. C. M. Burgess, pres., treas.; F. E. Burgess, exec. vice-pres. and asst. treas.; R. A. Anderson, vice-pres., prod.; C. E. Johnson, vice-pres. sales; G. M. Waller, vice-pres. engrg.; W. T. Crane, adv. mgr.; William T. Cox, metallurgist; G. D. Holliday, pur. agt.

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(Continued on Page 203)

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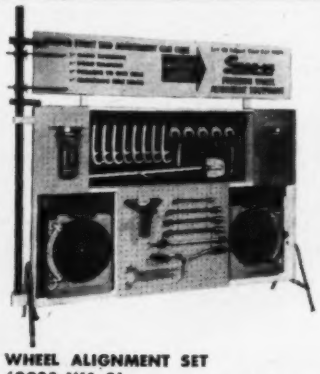

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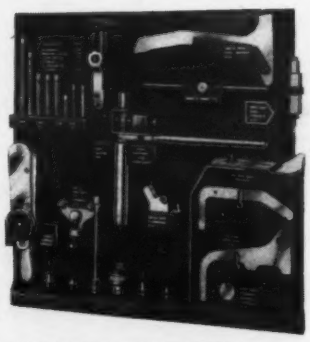
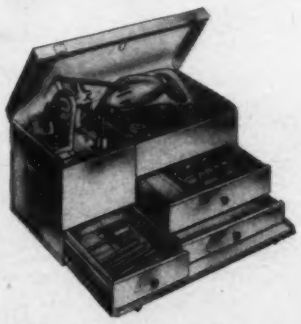
FERRET GENERAL SET (272-F-B)
72-pc set of useful handles and various sockets to speed many jobs. ⅜-in. square drive.
$12.25 down — only $2.44 a week



AUTOMATIC TRANSMISSION TOOL SET (2026A-AT-S)
Handles most transmission jobs, quickly and surely. Pays for itself in a short time.
$10.70 down — only $2.10 a week

ROLLA-BENCH (KR-300-B)
Big, roomy, portable storage cabinet to take *Snap-on* tools right to the job.
$20.95 down — only $4.18 a week



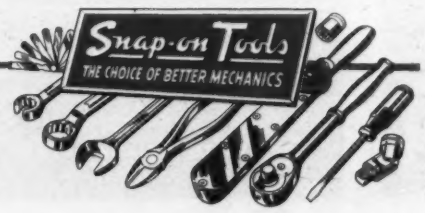
VALVE SEAT GRINDER SET (VG-124-B)
All the units you need for efficient valve grinding. Re-surfaces hard to soft valve seats accurate and fast.
$18.85 down — only $3.92 a week

See the *Snap-on* man next time he's in your shop. Remember — the *Snap-on* Credit Plan applies to all the tools in the *Snap-on* line. Use the tools you need — pay for them with increased earnings.

ATTENTION SHOP OWNERS AND SERVICE MANAGERS
— Be sure to pass this advertisement to your mechanics.

*Snap-on is the trademark of Snap-on Tools Corporation.

SNAP-ON TOOLS CORPORATION
8082-D 28th Avenue • Kenosha, Wisconsin



Who's Who in the Auto Industry

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BUSCH, A. G. & CO., INC., 6122-38 Northwest Hwy., Chicago 31, Ill. Electromagnet plug-in trouble lights, utility and warning light plug-in, warning flag kit, graphite guns carded, slick-spray graphite, 1-lb. cans, automotive accessory plugs carded, plug parts and plug and cord sets for other manufacturers. Albert G. Busch, pres., gen. mgr.; M. E. Ahlstedt, asst. secy.; D. M. Busch, treas.; Jos. Focosi, works mgr.; (Mrs.) A. L. Schubbe, asst. sales; Joe Focosi, chief engr.; P. A. Patterson, asst' pur. agt. **Det. Rep.**—John J. Gallagher, M. R. Hewitt, 307 Pasadena blvd., Toledo 13, O. **Adv. Agcy.**—Jacobson & Toone, Chicago, Ill. Russ Jacobson, acct. exec.

BUSSMANN MFG. CO., University at Jefferson, St. Louis 7, Mo. Fuses for all types of electrical circuits. A. B. Bussmann, pres.; H. T. Bussmann, vice-pres.; J. C. Ingram, vice-pres. in chge. sales; J. A. Bussman, secy.-treas.; H. von P. Thomas, adv. mgr.; Wm. C. Joyce, serv. mgr.; Lee J. Bussman, pur. agt. **Adv. Agcy.** — Henderson Advertising Co., St. Louis 3, Mo.

BUTLER ENGINEERING CO., INC., 2612 Rousseau st., New Orleans 13, La. Water correction. Albert Mevi, pres.-treas.; Harold L. Bevelheimer, vice-pres. and gen. mgr.

BUTLER MFG. CO., 7400 E. 13th, Kansas City 26. Truck tanks, truck transports, oil equipment, steel buildings, farm equipment, dry cleaning equipment. Oscar D. Nelson, chmn. of bd.; John A. Morgan, pres.; Glen C. Speakman, vice-pres. sales; George Dillon, secy.; Darius Melcher, treas.; Jack Howse, adv. mgr., sales prom. mgr., pub. rel. mgr.; Luther Melcher, pur. agt. **Adv. Agcy.**—Aubrey, Finlay, Marley & Hodgson, Kenneth Hill, asst. exec.

BUXBAUM CO., 1212 7th st., S. W., Canton 1, O. Tire and tube repair materials, truck and trailer flaps, car wash sponge mits, small parts cabinets, squeegee-scrapers, car window trays, bug and snow deflectors. Albert Buxbaum, pres.; L. L. Marens, vice-pres.; Lewis Buxbaum, secy.; Carl Rehm, treas; Vern Rehm, contr.; Gordon Ferguson, works mgr.; Manny Katz, sales mgr.; Lyle Stemple, adv. mgr; Robert Carl, pur. agt. **Adv. Agcy.**—Frease & Shorr, Canton, O. William Frease, acct. exec.

BYERS, A. M., CO., 16th Floor Clark Bldg., Pittsburgh 22, Pa. Pipe, wrought iron nipples, wrought iron hot rolled, wrought iron pipe, wrought iron. B. M. Byers, pres.; Rolf Griem, contr.; F. G. Love, secy.-treas.; H. R. Rowland, gen. mgr., wrought iron sales; T. W. Crouch, adv. mgr.; R. H. Clay, engr. serv. mgr.; F. E. Engelhardt, pur. agt.; W. Elliot, traf. mgr. **Det. Rep.**—T. W. Hogan, 2737 W. Grand blvd. **Adv. Agcy.**—Ketchum, MacLeod & Grove, Pittsburgh. J. F. Ewing, III, acct. exec.

C

CBS, INC., CBS RADIO Div. of, 485 Madison ave., New York, N. Y. Arthur Hull Hayes, pres.; John Karol, vice-pres. of network sales; William W. Firman, eastern sales mgr.; Ben Lochridge, network sales mgr.; Rogers K. Huston, central div. sales mgr.; Jack Donahue, Pacific coast sales mgr.; Alexander Knox, Detroit sales mgr. **Adv. Agcy.** — McCann-Erickson, New York, N. Y.

CBS, INC., Television Div., 485 Madison ave., New York 22, N. Y. Merle Jones, pres.; William H. Hylan, vice-pres. chge. of sales; Thomas H. Dawson, sales mgr.; Charles R. Sterritt, Detroit sales mgr.; Sam K. Maxwell, Chicago sales mgr.; Frank Samuels jr., Pacific sales mgr.; William Golden, creative dir. adv.' and sales prom.; John P. Cowden, opr. dir. adv. and sales prom.; Charles Oppenheim, dir. press inf. **Adv. Agcy.** — McCann-Erickson, New York, N. Y.

CADIE CHEMICAL PRODUCTS, INC., 603 W. 130th st., New York 27, N. Y. Polishing cloth for auto body, anti-fog windshield, chromium, metal and brass. A. Axelrath, pres.; E. W. Meyers, vice-pres. **Adv. Agcy.** — Christensen & Miller Agency, 12027 Hamilton ave., Detroit 3, Mich.

CADILLAC MOTOR CAR DIV., 2860 Clark ave., Detroit 32, Mich. Motor vehicles. J. M. Roche, gen. mgr.; F. H. Murray, gen. sales mgr.; C. F. Arnold, chief engr.; H. G. Warner, works mgr.; A. F. Swetich, compt.; J. H. Lamb, mgr. pur.; W. S. Chisholm, dir. per.; W. R. Jollymore, dir. pub. rel.; R. H. Fernwood, dist. mgr.; W. T. LaRue, merch. mgr.; R. M. Phillips, gen. serv. mgr.; C. Read, gen. parts and acces. mgr.; K. R. Baldwin, bus. mgr.; G. D. Sills, exec. asst. to gen. mgr. in chge. of dir.-factory rel.; T. J. Moran, organization mgr.; C. H. Smith and E. F. Upson, asst. gen. sales mgrs.; O. M. Kujala, traf. mgr. **Adv. Agcy.** — MacManus, John & Adams, Bloomfield Hills, Mich.

CADILLAC PLASTIC AND CHEMICAL CO., 15111 Second ave., Detroit 3, Mich. Plastic air conditioning ducts, convertible flexible vinyl rear windows, cast acrylic rods, tubes and blocks, anti-static polish, styrene sheets, rods and slugs. Robert B. Jacob, pres.; Richard J. Jacob, vice-pres., gen. mgr.; Glayden V. Fox, secy., pur. agt.; John O'Brien, treas.; George Carlyon, works mgr.; Lloyd R. Marenette, sales mgr.; Harry Stephenson, asst. sales; Saul Shiefman, adv. and sales prom. mgr.; R. Weber, serv. mgr.; W. Grindem, chief engr.; I. Gauthier, traf. mgr.; Don Belle, pub. rel. mgr. **Adv. Agcy.**—W. B. Doner & Co., Detroit, Mich. Robert B. Jacob, acct. exec.

CADILLAC PRODUCTS, INC., 2300 Gainsboro, Ferndale 20, Mich. Service sheet metal wrappings, industrial paper specialties, cushioning and blocking, custom-made insulation and interior trims, polyethylene seat covers, heat sealed bags and similar items for industrial parts packaging. M. P. Williams, pres.; R. J. Williams, vice-pres.; M. J. Haney, secy.; J. M. Bilis, sales mgr.; E. A. Wagner, pur. agt.

CALIFORNIA CUSTOM ACCESSORIES MFG. CO., 301 W. Jefferson blvd., Los Angeles 7, Calif. Hooded fender extensions, tail light conversions, custom grille conversions, chrome air cleaners, chrome wire looms, full length bull-nose moldings, custom equipment. Joseph Kraus, pres.; Alex Kraus, vice- pres.; Phillip Kraus, vice-pres. **Adv. Agcy.** — Edw. S. Kellog Agency, Los Angeles, Calif. Jim Donovan, acct. exec.

CALIFORNIA OIL CO., THE, 1200 State st., Perth Amboy, N. J. Gasoline, lubricating oils, kerosene, greases, fuel oils. B. W. Pickard, pres.; C. E. Allen, vice-pres.; T. P. O'Neil, vice-pres.; F. W. Mayer, secy.-treas.; M. McKee, compt.; C. J. Moody, vice-pres., lubricants; E. E. Wall, gen. sales mgr.; R. H. Rowland, works mgr.; J. H. Williams, chief engr.; E. N. Britton, pub. rel. mgr.; M. F. Barry, adv. mgr. **Det. Rep.**—E. F. Clegg, dist. mgr., 600 So. Michigan ave. Chicago. **Adv. Agcy.**—Batten, Barton, Durstine and Osborn, Inc., 383 Madison ave., N. Y. R. C. Coblens, acct. exec.

CALLAWAY MILLS, INC., 295 Fifth ave., New York 16, N. Y. Industrial fabrics, industrial yarns, automobile headlining fabrics. R. D. Williams jr., pres.; F. S. Graves, vice-pres. (ind. fabrics); D. P. Halsey, vice-pres. (ind. yarns); Walter D. Strang, adv. and pub. rel. mgr. **Det. Rep.**—F. R. Spitznagel and Paul I. Bentz (headlinings), Francis Palms bldg., Detroit 1. **Adv. Agcy.**—J. M. Mathes, Inc., New York 17, N. Y. James J. Donahue, acct. exec.

CAL-VAN MACHINE PRODUCTS, INC. 809 S. Water st., Jackson, Mich. Automotive parts for car manufacturing; specialized garage tools. B. L. Dowley, pres.; J. C. Mick, vice-pres.; D. E. Ritson, secy.; A. L. Dowley, treas.; W. J. Dowley, vice-pres. **Adv. Agcy.**—La Vanway Advertising Agency, Jackson, Mich.

CAM TOOL CO., INC., 1038 Larkin st., San Francisco 9, Calif. Bead breakers (passenger), tire dollies, bearing remover, cranes (truck and portable in hydraulic and mechanical models), heavy duty truck transmission jack. Richard S. Simon, pres. Bishop & Bahler Co., traf. mgr. **Adv. Agcy.** — George Lynn, San Francisco.

CAMPBELL CHAIN CO., York, Pa., and West Burlington, Ia. Passenger car tire chains, tractor chains, traction klips, welded and weldless chain. Geo. J. Campbell jr., pres.; N. A. Campbell, vice-pres.; M. H. Campbell, secy.; A. A. Hally, gen. sales mgr.; N. Allan Pettit, adv. mgr.; Howard D. Campbell, treas., pur. agt.; G. K. Blum, wks. mgr.; Howard Ziegler, traf. mgr. **Det. Rep.**—J. W. Ferree, 1935 Villa rd., Birmingham, Mich. **Adv. Agcy.**—Aitkin-Kynett Co., Philadelphia, Pa. M. E. Goldman, acct. exec.

CAMPBELL CO., INC., A. S., 161 Prescott st., East Boston 28, Mass. Metal stampings; automobile bumper, fender grille and rear truck guards; automobile license plate frames, two and four-wheel trailers and farm wagons, exhaust extensions, wingrails, wire wheel covers. N. C. Raymond, pres. and treas.; David C. Packard, asst. treas.; T. M. Coffelt, vice-pres. mfg.; S. C. Hale, vice-pres. mfg. sales and Detroit rep.; R. H. Hanson, asst. sales and adv. mgr.; R. N. Raymond, dir. pur.; L. Wells, traf. mgr.; R. F. Carroll, pers. mgr. **Adv. Agcy.**—Charles M. Cray & Associates, Inc., Detroit, Mich.

CAMPBELL SONS CORP., HARRY T., Campbell bldg., 100 W. Pennsylvania ave., Towson 4, Md. Truck sanders. Bruce S. Campbell, pres.; H. Guy Campbell, vice-pres., treas.; Robert F. Porter, vice-pres.; Florence C. Russell, secy.; Albert S. Cummins, gen. mgr.; William F. Childs III, sales mgr., Calcite dept.; Dennis M. Hoffman, sales mgr., Sakrete div.; Richard L. Campbell, chief engr.; James E. Wills, pur. agt. **Det. Rep.**—J. A. Brown, 108 Newburn dr., Pittsburgh 16, Pa. **Adv. Agcy.** — VanSant-Dugdale Co., Inc., 15 E. Fayette st., Baltimore 2, Md. Nicholas VanSant, acct. exec.

CAMPBELL, WYANT AND CANNON FOUNDRY CO., Henry st., Muskegon, Mich. Automotive and high production castings in iron and steel, cylinder blocks and cylinder heads for both gasoline and diesel engines, camshafts, crankshafts, gears, pistons, housings, cylinder liners, manifolds, brake drums, bearing caps and miscellaneous high-strength steel and alloyed iron castings for the automotive, railroad and agricultural implement industries. R. L. Lindland, pres.; H. A. Deane, W. E. Busker, vice-pres.; H. McKeen, sales mgr.; M. R. Wiard, chief engr.; E. G. Carlson, pur. agt.

CANELL CO., 44 Liberty st., Little Ferry, N. J. Automobile luggage racks, replacement wood parts for Station Wagons, station wagon decals. Wm. J. Canell, pres.; D. J. Canell, sales mgr. **Adv. Agcy.**—Diener & Dorskind, New York, N. Y.

CANFIELD TOW BAR CO., INC., 6033 E. McNichols rd., Detroit 12, Mich. Power wreckers for all makes and sizes of trucks. E. C. Vandegrift jr., pres. and gen. mgr.

CANNON CHEMICAL CO., INC., 181 Portland st., Cambridge 41, Mass. Rustbuster radiator treatment, lecton car-care (paint protection), lecton chrome care (chrome protection), hazebuster (cleaner), dirtbuster car wash. Leo E. Concannon, pres., treas.; Edward H. Concannon, vice-pres.

CAPITOL ENGRG. REPRODUCTION CO., 835 Holden ave., Detroit 2, Mich. Reproductions, grids. Bartheld Zeunen, pres.; Lee E. Zeunen, vice-pres.; Gus Brune, sales mgr.; Nishon Muradian, gen. supt.

CARBORUNDUM CO., Buffalo ave., Niagara Falls, N. Y. Bonded and coated abrasive products. C. F. Robinson, pres.; F. J. Tone jr., sr. vice-pres.; E. A. Montgomery, secy.; O. A. Gottschalk, treas.; T. H. Booth, vice-pres. bonded abrasives div.; W. H. Wendell, group vice-pres. coated abrasives div., Globar div., Stupakoff div., Curtis Machine div.; H. C. Smith jr., sales mgr. mdse. branch; W. J. Ulrich, vice-pres.; F. T. Keller, dir. of mktg.; W. F. Burk, pur. agt.; K. S. Wright, traf. mgr. **Det. Rep.** — W. D. Dickerson, 11171 Lappin ave., Detroit 34. **Adv. Agcy.**—Comstock & Co., Buffalo 2, N. Y. Sloane Palmer, acct. exec.

CAREW STEEL CO., Mt. Zion rd., York, Pa. Standardized steel buildings, roof systems and long-span joists. Howard J. Carew, pres.; William H. Kauffman, vice-pres.; George H. Werner, vice-pres.

CAREY MFG. CO., PHILIP, Cincinnati 15, O. Industrial products, asbestos gasket stock, fibre and specialties, paper and millboard, automotive sound deadening felts and emulsions, asphalt emulsions

(Continued on Page 204)

Born for a purpose...**delivered** on schedule

When the Car Manufacturer's Service or Service Engineering department sees the need for a new tool, Manzel specialists are called upon for consultation.

WORKING FROM ADVANCE BLUEPRINTS—usually six to twelve months ahead of release dates for new car models — Manzel's Engineering Staff designs the tool. A prototype is made and submitted to the Manufacturer. Alterations are made if necessary, and only when final approval is given, is the tool produced in quantity.

CONTINUOUS PRE-PLANNING between the Car Manufacturer and Manzel enables Service Manuals, Labor-Time Schedules, Training School Instructions . . . and required Service Tools . . . to be ready *before* a service problem arises.

Every Manzel-made service tool is fully warranted. Adequate stocks permit tools to be obtained years after their original manufacture.

Manzel

- Factory-authorized manufacturer and supplier of approved tools and equipment for servicing Ford, Continental, Lincoln and Mercury vehicles.

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A DIVISION OF HOUDAILLE INDUSTRIES, INC.

Who's Who in the Auto Industry

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and asphalt plyboards, 85 percent magnesia and rock wool insulations and industrial flooring, asbestosorb, oil and grease remover, sweeping compound. J. W. Humphrey, pres.; H. R. Barrett and E. C. Faulkner, vice-pres.; E. J. Fasold, secy.; E. P. Ziegenhardt, treas.; R. F. Quinn, adv. mgr.; R. F. Turner, sales prom. mgr.; E. L. Clayton, dir. of pur. **Adv. Agcy.**—Farson, Huff & Northlich, Cincinnati 2, O. W. J. McLaughlin, acct. exec.

CARLIFE GUARANTY CO., THE, 9955 Grand River ave., Detroit 4, Mich. A management program for the exclusive use of authorized automobile dealers, by which new and used car prospects are attracted and sold, parts and service volume increased, and customer goodwill developed. Hanley, Marr and Dawson Taylor, owners. For information write S. N. McCaleb, c/o Carlife Guaranty Co., above address. **Adv. Agcy.**—Philip D. Barrett, Detroit 4, Mich.

CARLINN FABRICS CORP., 81 Essex st., Boston 11, Mass. Rayon, clear vinyl and other synthetic fabrics, cotton trim fabrics. Carl G. Linn, pres. and treas.; C. O. Cosgrove, exec. vice-pres.

CAR-MON PRODUCTS CO., 1541 W. Devon ave., Chicago 26, Ill. Manufacturers of Carbon monoxide, exhaust removal equipment. R. L. Sullivan and C. A. Imming, partners; R. L. Sullivan, gen. mgr. **Det. Rep.**—C. P. (Bud) Hoffman, 6432 Cass ave. **Adv. Agcy.** — Burlingame-Crassman, Chicago, Ill.

CAROVAN DIV., Universal Sales Inc., Delaware, O. All steel bodies, house-to-house and parcel delivery for Chevrolet and GMC chassis. G. W. Way, pres.; J. D. Burke, vice-pres., sales mgr.; Harry Humes, secy.-treas. **Adv. Agcy.**—Howard Swink Advertising Agency, Marion, O. Paul Kohler, acct. exec.

CARPENTER MFG. CO., 2235 Bradley, Somerville 45, Mass. Emergency vehicle, warning lights, stanchion lights, standby lights, roof-mounted searchlights, flashing colored lights and spotlights. Harold S. Bird, pres.; Lester A. Worden, wks. mgr.; Robert P. Koehler, adv. and sales mgr.; Peter A. Thompson, asst. sales and serv. mgr.

CARPENTER STEEL CO., 157 W. Bern st., Reading, Pa. Specialty steels (including tool steels, stainless steels), industrial and high nickel alloys. John Moxon, exec. vice-pres.; F. R. Palmer, pres.; C. B. Post, vice-pres.; Arlington Britton, H. S. Potter, vice-pres.; W. E. Roberts, secy.-treas.; O. V. Greene, gen. sales mgr; J. W. Thompson, mgr. prod. dept.; Fred von Raab, export mgr.; H. A. Brossman, mgr. stainless steel sales; G. H. Edmonds, mgr. of warehouse distr.; J. E. Newlin jr., mgr., tool steel sales; H. Goodman, mgr. alloy steel sales; A. E. Keller, adv. mgr.; R. P. Freehafer, pur. agt.; Earl Schearer, traf. mgr. **Det. Rep.**—C. O. Ericke, 6181 Warren ave., W., Detroit, Mich. **Adv. Agcy.** — Beaumont, Heller & Sperling, Inc., Reading Pa. R. F. Heller, acct. exec.

CARRIER CORP., 300 S. Geddes, Syracuse 1, N. Y. Absorption, centrifugal, reciprocating refrigerating machines, industrial compression equipment, industrial heating equipment. Cloud Wampler, chmn. of bd.; William Bynum, pres.; Lyle C. Harvey, senior vice-pres.; George Auld, vice-pres., central production staff; William J. Bailey, Ronald N. Campbell, Howard L. Clary, Logan Lewis, vice-presidents; John M. Bickel, vice-pres. and gen. sales mgr., Unitary Equipment div.; Howard M. Dirks, vice-pres., personnel div.; Charles V. Fenn, vice-pres. and asst. gen. mgr., machinery and systems div.; Loren Fletcher, vice-pres. and gen. mgr., Allied Products div.; Walter A. Grant, vice-pres., research and development div.; Russell Gray, vice-pres. and gen. mgr., Unitary Equipment div.; Melvin C. Holm, vice-pres., comptr.; John H. Holton, vice-pres., planning div.; Fred F. Hoyt, vice-pres., treas.; George Lilygren, vice-pres. and gen. mgr., machinery and systems div.; John M. Rachal, vice-pres. and gen. mgr., intl. div.; David W. Jasper, gen. attorney; Herman Seid, corporate secy.; Stuart Misener, asst. to chmn.; Rea C. Tenney, asst. to chmn.; Charles M. Stuart, exec. asst., office of chmn.; Samuel Shawhan, asst. to the pres.; Kenneth B. Crowell, exec. asst., office of pres.; Keith T. Davis, asst. to the senior vice-pres.; H. E. Coneby, exec. asst., office of senior vice-pres.; John K. Barnes, dir. of pub. rel.; Leslie M. Beals, dir. of adv. and sales prom. **Adv. Agcy.**—N. W. Ayer, Philadelphia. K. D. Pulcipher, acct. exec.

CARTER CARBURETOR DIV. of ACF Industries, Inc., 2840 North Spring ave., St. Louis 7, Mo. Carburetors—automatic and manual choke; filters—gasoline, ceramic; fuel pumps—mechanical and electrical; switches, oil pressure. C. E. Heitman, pres.; J. T. Ellerman, vice-pres.; C. A. Fee, secy.; J. F. Burditt, treas.; V. J. Lowenstein, sales mgr., tractor and small carb. div.; D. A. Bragdon, vice-pres. in chge. after-mkt. sales; J. B. Wilkins, adv. mgr.; L. B. Read, vice-pres. in chge. engrg.; D. G. Teasdale, dir. of pur.; E. H. Duff, div. compt. **Det. Office**—A. B. Marshall, 5-117 General Motors bldg. **Adv. Agcy.**—Oakleigh R. French & Associates, St. Louis, Mo.

CARTER AND GALANTIN, INC., 710 W. Jackson blvd., Chicago 6, Ill. Promotion programs, product displays, sales charts, training aids. H. E. Carter, pres.; R. H. Plew, vice-pres.; Bennett Nielsen, exec. vice-pres.; Edmund W. Thoss, secy. and treas. **Det. Rep.**—R. H. Plew,.

CARTER, THE GEORGE R. CO., 630 Lycaste, Detroit 14, Mich. Automobile interior trimmings, textile wireon products. Raymond A. Lander, chmn. of bd.; Louis S. Foulkes jr., pres.; Raymond A. Lander jr., vice-pres.; Roy J. Lingg, secy.-treas.; J. J. Temple jr., mgr.; F. L. Walton, vice-pres., sales mgr.

CARTER PARTS CO., 213 Institute pl., Chicago 10, Ill. Foot dimmer switches, defroster switches, windshield wiper switches, heater switches, door switches, back-up and turn indicator switches. M. J. McCarthy, pres., sales mgr.; A. V. Beet, vice-pres.; M. F. Ebeling, secy.-treas.; W. W. Lewis, gen. mgr.; N. Frantz, chf. engr.; D. Eklund, pur. agt. **Det. Rep.**—Ed Protz, 1516 Morton ave., Ann Arbor, Mich.

CARWASHERS & STEAM EQUIPMENT CORP., 2045 W. 35th st., Chicago 9, Ill. Aqua Vac No. 4 combination: carwasher, vacuum cleaner, parts cleaner, hi pressure pump, motor cleaner. John Mate, pres.; George O. Liesch, vice-pres., sales mgr.; Joseph A. Goeller, secy.; Robert McCabe, treas.., adv. mgr.; Joseph Williams, gen. mgr.; John A. Sullivan, serv. mgr.; Jerome Dusek, chief engr.; Einar Johnson, pur. agt.

CASCO PRODUCTS CORP., 512 Hancock ave., Bridgeport 2, Conn. Automatic cigaret lighters, inner-controlled sealed beam spotlights, electric motorized antennas. Joseph H. Cone, chmn. of bd.; Lawrence E. Fenn, pres.; John J. Reidy, exec. vice-pres.; Lloyd F. Taylor, vice-pres. of ind. rels; Norman P. Levine, secy.; Robert O. Knebel, asst. secy.; Morton S. Krall, treas.; Norman P. Levine, dir. of pur.; U. Sykes Mozneck, art dir.; Jack L. Leavy, traf. mgr.; S. J. Roumeles, asst. sales mgr. auto. div.; M. T. Powers, serv. mgr. **Det. Rep.**—John R. Morrow, Wendell Smith, 16163 Meyers rd. **Adv. Agcy.**—Peck Adv. Agency, Inc., 400 Madison ave., New York, N. Y.

CASE HARDENING SERVICE CO., P. O. Box 4586, Cleveland 24, O. Carburizing or case hardening compounds, tempering, heat treating, annealing, carburizing salts; anti-carburizing paint. C. P. Critzer, pres. and treas.; Mark Snow, vice-pres.; E. M. Critzer, secy.

CASITE DIV., Hastings Mfg. Co., Hastings, Mich. Oil additive and tune-up, gas tank anti-freeze, oil filter cartridges. A. E. Johnson, chmn. of bd.; Stephen L. Johnson, pres.; R. E. Wait jr., vice-pres., wks. mgr.; D. A. Siegel, secy.-treas.; Ross R. Dunn, vice-pres. and dir. of sales; Byron K. Fletcher, sales mgr.; D. H. Collins, adv. mgr.; Marshall Cook, asst.; H. P. Phillips, chief engr.; Frank B. Cooper, traf. mgr.; C. S. Morey, pur. agt. **Adv. Agcy.**—Keeling & Co., Inc., Indianapolis, Ind. William M. Hutchison, acct. exec.

CATALIN CORP. OF AMERICA, 1 Park ave., New York 16. Industrial resins for laminating, bonding and impregnating; and styrene, nylon and polyethylene molding and extrusion compounds. H. Krehbiel, pres.; L. Beck, exec. vice-pres.; E. W. Bastian, vice-pres., Thermosetting div.; K. Briggs, vice-pres., prod.; W. Miller, vice-pres., engrg.; J. Hyman, vice-pres., res. and devel.; F. Martin, secy.-treas.; F. Hadley, vice-pres., Thermoplastic div.; P. Krentel, sales mgr., Chemical div.; R. A. Woodard, sales adv. mgr.; M. Rasmussen, pur. agt. and traf. mgr. **Adv. Agcy.**—Walter Gallagher, 175 Fifth ave., New York.

CATERPILLAR TRACTOR CO., Peoria 8, Ill. Tractors, diesel engines, earthmoving equipment, motor graders. W. K. Cox, sales prom. mgr. **Adv. Agcy.**—N. W. Ayer & Sons, Inc., Philadelphia, Pa.

CEDAR RAPIDS ENGINEERING CO., 902 17th st., N. E., Cedar Rapids, Ia. Valve facing machines, valve seat grinders, valve seat insert tool, cylinder boring machines, line boring machines, piston turning and grinding machines. F. Critz Hahn, pres., gen. mgr.; O. L. Brokaw, sales prom. mgr.; G. L. Erwin, gen. sales mgr.; W. M. Delzell, vice-pres.; H. Cedric Hahn, secy.; R. W. Bradley, serv. mgr.; J. C. Falcon, pur. agt. **Det. Rep.**—William J. Findlay, 477 Selden ave., Detroit 1.

CELANESE CORP. OF AMERICA, 180 Madison ave., New York 16, N. Y. Chemicals: fuel additives, anti-freezes, hydraulic fluids, solvents for paint and lacquer; textiles: yarns for body linings, head linings, upholsteries, slip covers, mechanical rubber goods; plastics: cellulose acetate and cellulose propionate sheeting, film and molding compounds, polyolefin resins, polyvinyl acetate emulsions, polyester resins. Harold Blancke, pres.; J. W. Brooks, vice-pres., gen. mgr., textiles; B. Andersen, vice-pres., gen. mgr., plastics; R. W. KixMiller, vice-pres., gen. mgr., chemicals; G. Ewald, mgr., industrial sales department, textiles; E. W. Ward, gen. sales mgr., plastics; R. H. Kampschulte, gen. sales mgr., chemicals; H. R. Mitchell, pur. agt.; E. F. Hanlon, traf. mgr. **Adv. Agcy.**—Ellington & Co.

CELLO PRODUCTS CO., 161 Prescott st., East Boston 28, Mass. Grille guards, rear hinge guards, truck guards, license plate frames, fender guards, wingrails, exhaust extensions, wire wheel discs. N. C. Raymond, pres. and treas.; T. M. Coffelt, vice-pres. mfg.; David C. Packard, asst. treas. R. H. Hanson, asst. sales mgr.; A. Cicarelli, chief engr.; R. N. Raymond, dir. pur.; L. Wells, traf. mgr. **Det. Rep.**—S. C. Hale, vice-pres. mfg. sales, 10124 W. McNichols rd., Detroit. **Adv. Agcy.**—Charles M. Grey, Detroit, Mich.

CELLUSUEDE PRODUCTS, INC., 500 N. Madison st., Rockford, Ill. Rayon flock, nylon flock, acetate flock, hair flock, cotton flock, coated paper. J. C. Button, pres.; P. L. Flanigan, vice-pres.; John Cooney jr., secy. and sales mgr. **Det. Rep.**—Lloyd Thiel, 19737 James Couzens hwy., Detroit.

CEMCO INDUSTRIES, INC., Winchester rd., Galion, O. Split and power take-off, hydraulic lift tailgate, trailer jockey, hoists, mobile machine shops, dock ramps, mobile lubricating shops, bulk carriers and weigh gauge. H. L. Ekin, pres., sales mgr.; Wm. C. F. Bastian, vice-pres.; Paul G. Viall, secy., pur. agt.; H. L. Ekin, treas.; Lowell Bourns, adv. mgr. **Adv. Agcy.** — Coleman Todd & Assoc., Mansfield, O. O. Lowell Bourns, acct. exec.

CENTRAL INDUCTION HEAT TREATING & BRAZING, INC., 5100 Tillman, Detroit 8. Heat treating, annealing, brazing, cyanide hardening, and welding. Rex O. Bauble, pres.; R. L. Navarre, gen. mgr. **Det. Rep.**—R. L. Navarre, 5100 Tillman ave.

CENTRAL MOTOR CO., 906 Austin ave., Waco, Tex. Truck front grille guards and rear bumpers. F. D. Mitchell, pres.; A. N. Mitchell, vice-pres.; Guy Street, sales mgr.; A. J. Crow, serv. mgr.; Dale Alexander, parts mgr.

CENTRAL STATES SPECIALTIES, INC., 549 W. Washington st., Chicago 6, Ill. Key chain with device to keep from getting parking tickets, also holds up to 12 coins. Tissue dispenser to hold five-cent package of tissue. Louis Hochstadter, pres., gen. mgr. and adv. mgr.; B. T. Feltman, vice-pres.; John Nowicki, secy.-treas.; E. Sievert, works mgr. **Adv. Agcy.**—J. H. Kennedy, 201 N. Wells

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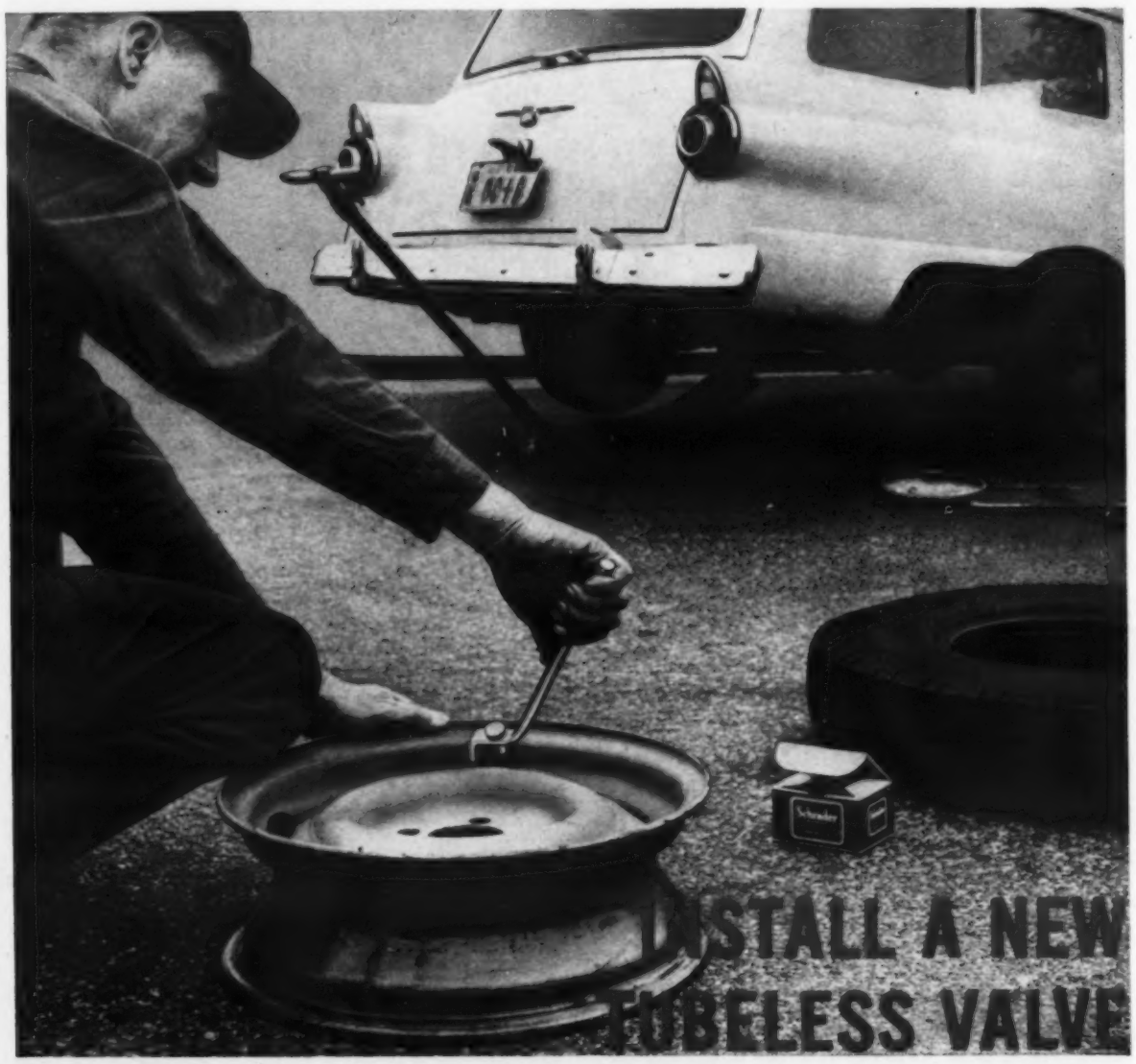

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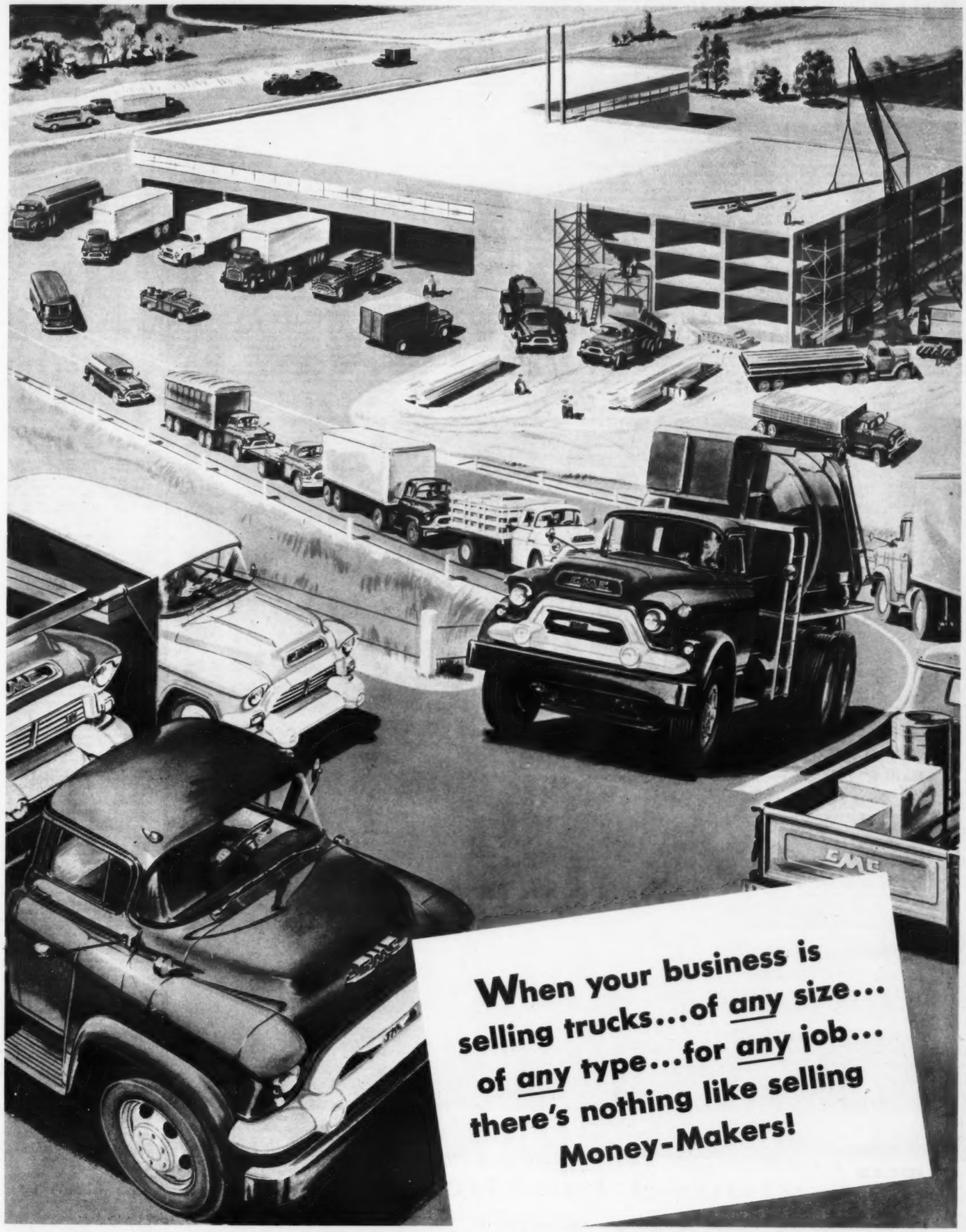

The GMC Blue Chip MONEY-MAKER Line

GMC TRUCK & COACH—*A General Motors Division*

Who's Who in the Auto Industry

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st., Chicago, Ill. J. H. Kennedy, acct. exec.

CENTRAL TOOL CO., 456 Wellington ave., Cranston 10, R. I. Micrometers. Irving M. Leven, pres.; James A. Stedman, gen mgr.; Wm. Bebby, wks. mgr. **Adv. Agcy.**—Hammond-Goff, Providence, R. I.

CENTURY PRODUCTS CO., 14324 Birwood, Detroit 38, Mich. Upholstery cleaners, top-ink for convertible tops, spray ink for stained, watermarked upholstery, flock, hair flock for trunk linings, adhesive for use with flock and hair flock. Geo. H. Wheatley, exec. mgr.; E. P. Wheatley, treas.; B. D. Van Duzen, serv. mgr. **Det. Rep.**—G. H. Wheatley, 14324 Birwood.

CERRE CO., THE, 753 Penobscot bldg., Detroit 26, Mich. Creators of various types of sales promotion and merchandising materials for the automotive industry. Arthur A. Cerre, pres.

CERTIFIED SALES ENGINEERING CO., 4641 N. Capitol ave., Indianapolis 8, Ind. Used car sales promotional plan. O. L. Hatton jr., pres.; R. M. Stokes, gen. mgr.

CHAIN BELT CO., 4701 W. Greenfield ave., Milwaukee 1, Wis. Chain, sprockets, flexible couplings, roller bearings, transmission equipment, conveyors, ferrous castings. L. B. McKnight, pres.; B. Weiser, G. K. Viall, A. R. Abelt, O. W. Carpenter, W. J. Sparling, L. H. Bosnian, vice-presidents; J. R. Strassburger, treas.; E. P. Meyer, E. M. Rhoades, J. D. Sloan, S. Y. Warner jr., H. E. Tennes, gen. mgrs.; J. W. Snavely, G. J. Schuelke, L. J. Michiel, R. V. Poisson, J. W. Tufts, sales mgrs.; G. H. Pfeifer, adv. and sales prom. mgr.; J. F. Roestel, asst. adv. mgr.; B. G. Scheider, P. J. Imse, H. Klaucke, A. H. Williams, chief engrs.; C. B. Johnson, pur. agt.; E. W. Ryan, traf. mgr.; J. E. Sutcliffe, pub. rel. mgr. **Det. Rep.**—Chain Belt Co., 10600 Puritan ave., Detroit 38, Mich. **Adv. Agcy.**—The Buchen Co., Chicago 6, Ill. J. L. Perry, acct. exec.

CHAIN BELT CO., Roller Chain Div., 369 Plainfield st., Springfield 2, Mass. Duckworth timing chains. L. B. McKnight, pres.; E. M. Rhodes jr., mgr. chain oprs.; J. D. Sloan, div. mgr.; R. V. Poisson, sales mgr.; W. E. Kennedy, sales prom. supvr.; E. E. Swanson, chief engr.; P. H. Bolger, pur. agt. **Adv. Agcy.** — Buchen Co., Chicago, Ill. J. L. Perry, vice-pres., acct. exec.

CHAMPION LABORATORIES, INC., 122 Charles st., Meridan, Conn. Div. of Pyroil Co., Inc., La Crosse, Wis., Oil filter elements. R. A. Stanley, pres.; M. O. Welby, chmn. of bd. and treas.; H. W. McCreight, vice-pres. sales; H. T. Hackbarth, vice-pres. mfg. **Det. Rep.**—M. M. Wendell Co., Detroit. **Adv. Agcy.**—Van Hacker Agency, Chicago, Ill.

CHAMPION PNEUMATIC MACHINERY CO., 825 N. Pleasant st., Princeton, Ill. Air compressors, industrial farm and other uses, air and water hose reels and hi-pressure pumps. Paul C. Kimball, pres.; C. A. Bucksten, exec. vice-pres., treas.; C. B. Hankel jr., secy.; F. J. Embs, gen. mgr.; John B. Pullen, vice-pres., sales mgr. **Adv. Agcy.** — Caldwell Co., Chicago, Ill. Ben Caldwell, acct. exec.

CHAMPION SPARK PLUG CO., Upton ave., Toledo 1, O. Spark plugs, spark plug cleaners. R. A. Stranahan, chmn. of bd.; F. D. Stranahan, co-chmn. of bd.; R. A. Stranahan jr., pres.; Duane stranahan, vice-pres.; J. F. Lewis jr., vice-pres.; H. B. Speyer, vice-pres. and treas.; O. C. Leighty, vice-pres. of sales; R. K. Christie, vice-pres. res.-engrg.; B. H. Sibley, vice-pres. factories; R. W. Vogel, asst. treas.; T. A. Hill, secy.; F. E. Southard, asst. adv. mgr.; Clyde Sweet, gen. traf. mgr.; Keith Wilson, pur. dir. **Det. Rep.**—R. V. Bennett. **Adv. Agcy.**—J. Walter Thompson, Detroit.

CHAMP-ITEMS, INC., 6191 Maple ave., St. Louis 14, Mo. Replacement parts for cars and trucks. E. H. Mohme, pres.; E. L. Wylie, secy. and treas.; J. G. Meiners, wks. mgr. and pur. agt.; Glen Meyer, traf. mgr. **Adv. Agcy.**—Joe Maxwell, St. Louis, Mo. Joe Maxwell, acct. exec.

CHARDON RUBBER CO., Washington st. and Sixth ave., Chardon, O. Molded and extruded items, lathe and automatic cut washers. calendered products and extruded plastic products. V. M. Brediger, pres.; C. L. Shreiner, exec. vice-pres.; H. L. Oplinger, vice-pres. in chge. of mfg.; D. S. Watkins, vice-pres. of sales; B. A. Paepke, contr.; H. L. Reiter, asst. secy.; B. A. Bican, plant mgr.; R. E. Bahr, pur. agt.; J. R. Dukes, traf. mgr.; A. J. Keller, chief engr.; D. Medina, chief chemist. **Det. Rep.**—J. J. Hahn, 2970 West Grand blvd.

CHARLES PRODUCTS CO., 704 S. Main, Hutchinson, Kans. Lubricating equipment, barrel pumps, oil display racks on wheels. W. R. Charles, sales mgr.

CHASE BRASS & COPPER CO., 236 Grand st., Waterbury 20, Conn. Automotive fittings (brass compression, flared and inverted flared); automotive tube (copper). G. P. Bakken, pres.; W. L. Smith, vice-pres., opr.; Rodney Chase, vice-pres., chge. of pub. and ind. rel.; G. B. Moseley, vice-pres. sales; R. R. Quay, secy.; R. C. Smith, treas.; W. E. Evans, mgr. of mill and warehouse sales; E. J. Malvey, adv. mgr.; C. D. Patterson, gen. pur. agt.; F. H. Vickery, traf. mgr. **Det. Rep.** — Branch office and warehouse, 14480 Woodrow Wilson ave., Detroit 38.

CHATHAM MFG. CO., Elkins, N. C. Upholstery fabrics. Hugh G. Chatham, pres.; R. T. Chatham jr., vice-pres.; Ralph Getsinger, sales mgr. (auto fabrics); G. Martin Coffyn, adv. and sales prom. mgr.; S. Stauber Flynt, pur. agt. **Det. Rep.** — Getsinger-Fox Co., Fisher bldg., Detroit, Mich.

CHATILLON & SONS, JOHN, 85 Cliff, New York 38. Precision springs, scales, force measuring instruments. Norton W. Mailman, pres.; George C. Reiley, exec. vice-pres.; T. Madsen, vice-pres. prod.; M. G. Fangemann, gen. mgr. spring div.; E. A. Galiskis, treas.; John F. Chatillon, chief engr.; Vincent McCoy, pur. agt.; Hallock Harman, adv. mgr.

CHEK-CHART CORP., 33 E. Congress pkwy., Chicago 5, Ill. Service station lubrication guides and wall charts; tire, battery and accessory manuals; dealer training books. Raymond Shaw, pres.; George Williams, vice-pres.; Marie White, secy.; Russell H. Colvin, bus. mgr.; Robert Mahaffay, dir. engrg.

CHELSEA SPRING DIV., Rockwell Spring and Axle Co., Chelsea, Mich. Mechanical springs, formed wire parts; spring clips. L. A. Davisson, gen. mgr.; William Marsh, asst. gen. mgr.; Audrey Harris, pur. agt.

CHEMOLD CO., 2000 Colorado ave., Santa Monica, Calif. Chem-O-Glas fiberglass panels. K. D. Smith, pres.; L. R. Dailey, vice-pres.; Arlene Lott, secy.-treas.; Davis Lott, dir. of adv. and pub. rel.; E. Eberil, sales mgr.; Peter Hunt, pur. agt.

CHEMSTRAND CORP., THE, 350 Fifth ave., New York 1, N. Y. Acrilan acrylic fiber, Chemstrand nylon yarn. Edward J. O'Neal jr., pres.; W. G. Luttge, vice-pres.; Bernard F. Bertland, adv. and merch. mgr. Robert E. Smith, Acrilan sales mgr.; Murray H. Morse, Nylon sales mgr. **Adv. Agcy.**—Doyle, Dane, Bernbach, New York, N. Y.

CHEM-THERM MFG. CO., INC., 624 E. Evergreen st., Monrovia, Calif. Steam cleaners, steam cleaning compound, wash rack equipment, spray guns, car wash, air hoists. Max C. Thompson, pres. and treas.; G. P. Thompson, vice-pres. and secy.; Paul K. Cartier jr., asst. treas. and secy.; Arthur Bower, sales mgr.; field — distributors; Kathryn L. Conard, sales mgr., home office div.; W. H. Taylor, chief engr. **Det. Rep.**—W. E. Phillips Equipment, 22800 W. 8 Mile rd., Steam clean; Wash Rack Supply, 17605 Filer, wash rack equipment.

CHEVROLET MOTOR DIV., General Motors Corp., General Motors bldg., Detroit 2. Chevrolet passenger cars and trucks. E. N. Cole, gen. mgr.; E. W. Ivey, adm. asst. to gen. mgr.; W. E. Fish, gen sales mgr.; E. H. Kelley, gen. mfg. mgr.; W. G. Power, adv. mgr.; J. S. Clark, asst. adv. mgr.; R. D. Lund, sales prom. mgr.; E. L. Harrig, serv. mgr.; H. F. Barr, chief engr.; E. J. Gormsen, dir. of pur.; John L. Cutter, nat'l dir. of pub. rel.; I. W. Thompson, parts and acc. mgr.; W. R. Lynch, traf. dir. **Adv. Agcy.** — Campbell-Ewald Co., General Motors bldg., Detroit 2, Mich. Colin Campbell, acct. exec.

CHICAGO CORK WORKS CO., 5289 N. Avondale ave., Chicago 30, Ill. Composition and natural cork specialties; carburetor floats; composition cork gaskets, strips and sheets. H. L. Glover, pres.; H. L. Laster, secy., asst. sales mgr.; Mrs. C. Glover, treas. **Det. Rep.** — H. M. Schmidt, Chicago.

CHICAGO PNEUMATIC TOOL CO., 6 E. 44th st., New York 17, N. Y. Pneudraulic pump, air and electric impact wrenches, truck jacks, zip-guns. G. J. Coffey, pres.; T. P. Harris, vice-pres.; J. F. Huvane, vice-pres.; R. T. Beers, sales mgr., pneumatic tools; W. W. Tobin, sales mgr., automotive serv. tools div.; K. T. Dolson, pur. agt. **Det. Rep.** —F. W. Harris, CPT Co., 570 E. Larned st., Detroit 26, Mich. **Adv. Agcy.**—G. M. Basford Co., New York, N. Y. Fred Poppe, acct. exec.

CHICAGO RAWHIDE MFG. CO., 1301 Elston ave., Chicago, Ill.; 9000 Alpine ave., Detroit, Mich.; 900 N. State st., Elgin, Ill.; 2720 N. Greenview ave., Chicago, Ill. Oil seals, molded synthetic rubber parts, diaphragms, mechanical leather products. E. W. Emery, pres.; S. E. Ullmann, exec. vice-pres. and treas.; J. Agger, S. C. McCombs, J. G. Barbour, E. E. Frodin, N. R. Hanson, H. L. Northup, P. Wilder, dir. of sales, vice-presidents; A. S. Berens, vice-pres. and dir. of engr.; M. A. Schlitz, secy. and asst. treas.; D. W. Jones, mgr. service sales; R. V. McKinven, asst. gen. mgr. and works engr., Detroit plant. **Det. Reps.**—A. F. Maglione, R. P. Barrett, G. P. Blom, F. J. Hastings, O. J. Engel, T. S. Anderson, R. C. Grasby, C. E. Sutter, F. Hugh Ward, Ray J. Wrobbel, Alan H. Nichol, G. J. West, adv. mgr. **Adv. Agcy.**—Waldie & Briggs, Inc., Chicago, Ill. B. K. Stabelfeldt, acct. exec. Wesley Aves and Assoc., Grand Rapids, Mich. W. A. Hagerman, acct. exec.

CHICAGO RIVET & MACHINE CO., 9600 W. Jackson blvd., Bellwood, Ill. Rivets, rivet setters, brake relining machines. Edw. J. Morrissey, pres.; Edw. P. O'Malley jr., vice-pres.; Herman J. Tonn, vice-pres.; John Kelly, treas. and secy.; A. Joncha, wks. mgr.; J. A. Rehm, C. S. Barans, asst. sales mgrs.; Ray C. Hudson, adv. and pub. rel. mgr.; W. Shineflug, sales mgr.; W. J. Bautz, pur. agt.; J. Campbell, asst.; E. Kapowsky, traf. mgr. **Det. Rep.**—M. F. McManus, 5432 Cass ave. **Adv. Agcy.**—Ray Hudson & Assoc., Chicago.

CHICAGO SHOW PRINTING CO., 2635 N. Kildare ave., Chicago 39, Ill. Point of sale advertising displays, self-stik labels and advertising specialties, cloth and kanvet fiber banners and pennants, lithographed displays for indoor and outdoor use. Russell J. Leander, pres.; Robert J. Leander, vice-pres.; Peter Brown, sales prom. mgr.; Marvin T. Green, dir. of sales; Robert D. Smith, vice-pres. and contr.; John A. Schwab, pur. dir. **Adv. Agcy.**—George H. Hartman Co., Chicago. George Hartman jr., acct. exec.

CHICOPEE MILLS, INC., Lumite Div., 47 Worth st., New York 13, N. Y. Lumite woven saran luxel fibre and Chixon fabrics, screening, industrial fabrics. W. J. Holman jr., pres.; J. F. Nicholl, vice-pres. and gen. mgr.; W. Chester, treas.; H. H. Purvis, vice-pres. in chge. mfg.; G. H. Day II, vice-pres., mgr. auto and uphol. fabrics; J. M. Renfroe (fabric), G. V. Atkison (fabric) J. F. Rohs (screen), prod. dirs.; G. B. Birt (fabric), W. Volk (screen), sales mgrs.; A. C. van Roden jr., adv. mgr.; Jack Jolly, traf. mgr. **Det. Rep.**—Harold Brown, c/o Permacel Tape, 615 Livernois, Ferndale 20, Mich. **Adv. Agcy.** — Lennen & Newell, Inc., New York, N. Y. Shirley Estey, acct. exec.

CHISHOLM INDUSTRIES, INC., 11 Commercial st., Lynn, Mass. Fast oil changer, Hi-Gloss finish process, polish and cleaner. Oliver H. Scharnberg, chmn. of bd.; C. F. Chisholm, pres., gen. mgr.; Lawrence Dana, clerk; D. S. Cummings, treas. **Adv. Agcy.**—Cory Snow, Inc., Boston, Mass.

CHISHOLM SYSTEMS, P. O. Box 1352, Palo Alto, Calif. Prospect and owner followup system for auto dealers, used car appraisal forms. Collin Chisholm, owner.

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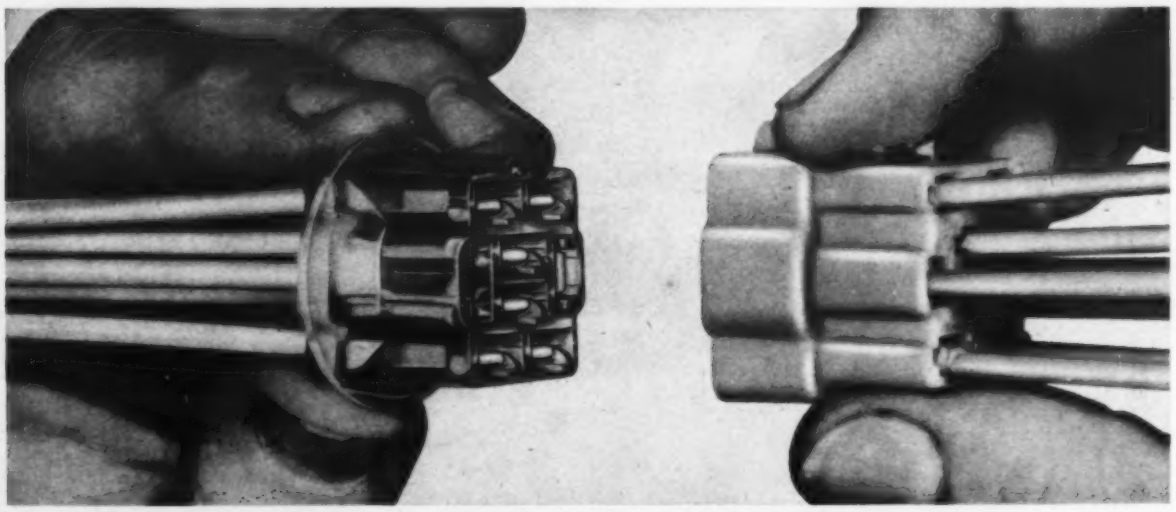

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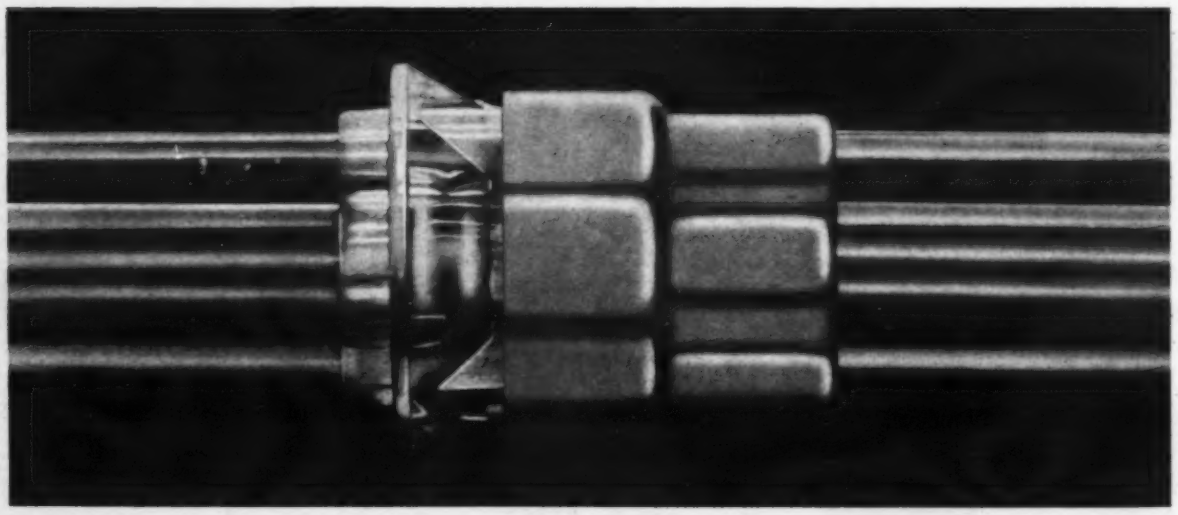

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Packard Electric

Warren, Ohio — GM GENERAL MOTORS

"Live Wire" division of General Motors

Who's Who in the Auto Industry

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CHOLDUN MFG. CORP., 331 East st., New Haven, Conn. Car washer, car dryer car wash, chemicals, liquid white-wall cleaner, leather cleaner, oil merchandiser, portable oil changer, pressure purger steam cleaner, vacuum cleaner, automotive chemicals, Herbert H. Charles, pres.; Henry Dunn, vice-pres., pur. agt.; David Oles, secy., works mgr.; Edward Jennings, central sales mgr.; J. Edward Watson, western sales mgr.; Sumner Weiss, chemical sales mgr.; Melvin Gailzaid, eastern sales mgr. **Det. Rep.** — George Lubin, 15436 Appoline. **Adv. Agcy.** Elm City Advertising Agency, New Haven, Conn.

CHRISTIE ELECTRIC CORP., 3410 W. 67th st., Los Angeles 43, Calif. Battery charging and testing equipment. S. L. Christie, pres. and chief engr.; D. G. Dinsmore, secy.-treas.; Don Jaenecke, works mgr.; E. E. Hughes, sales mgr. and adv. mgr.; Ed Wesson, serv. mgr.; H. B. Doty, pur. agt.

CHRYSLER AUSTRALIA, LTD., Adelaide, South Australia. Assembly plant for Chrysler, DeSoto, Dodge and Plymouth passenger cars and Dodge, DeSoto and Fargo trucks. R. S. Thomson, chmn. of bd. and dir.; W. D. Ferguson, mgr. dir. and dir.; E. Phillips, K. C., N. Kelley jr., directors; W. E. Harris, secy.; R. R. Oliver, asst. secy.; L. V. Brown, asst. treas.

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Who's Who in the Auto Industry

(Continued from Page 207)

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COLE HERSEE CO., 20 Old Colony ave., Boston 27, Mass. Switches (all types), trailer connectors, plugs, sockets, electrical accessories. Leo Mayer, pres. and gen. mgr.; T. Wye, wks. mgr.; F. W. Simon, contr.; T. Unsworth, engr.; R. L. Mayer, sales mgr. **Det. Rep.**—Lloyd Nyman, 17136 E. Warren ave., Detroit 24, Mich. (P. O. Box 67, Kensington Station. **Cleve. Rep.**—R. R. Greenleaf, 8905 Lake ave., Cleveland 2, O. **Chi. Rep.**—W. F. E. Bomke Sales Co., 6966 W. North ave., Chicago 35, Ill. **Adv. Agcy.**—Myrbeck & Jacobs, 1458 Hancock st., Quincy, Mass.

COLLINITE CHEMICAL CO., 1205 Mohawk st., Utica 3, N. Y. Automotive cleaners, waxes and washing compounds. Special aluminum cleaners and waxes for automotive and airplane finishes. Charles H. Collins, Charles H. Collins jr., partners. **Det. Rep.**—Dayton A. Dahlem, 213 Lockerbie Lane, Wilmette, Ill. **Adv. Agcy.**—J. Farquhar Co., Utica, N. Y. Jay Anderson, acct. exec.

COLLINS & AIKMAN CORP., 210 Madison ave., New York 16, N. Y. Upholstery fabric of all types. W. F. Bird, chmn. of bd.; Ellis Leach, pres.; Mark Z. McGill, secy.; Charles A. Wilion, treas.; D. F. McCullough, exec. vice-pres., sales; R. M. Stroker, sales mgr., automotive; C. L. Conley, dir. of adv.; Karl F. Hesley, serv. mgr.; Ralph M. Cornman, pur. agt. **Adv. Agcy.**—Kudner Agency, Inc., New York, N. Y. Dave Hotz, acct. exec.

COLLINS SALES ENGINEERING CO., 13975 Hubbell ave., Detroit 27, Mich. New and used-car Vis-U-Lizer, new and used-car key Lo-Cater. Jimmy R. Collins, pres.; Jimmy S. Robinson, vice-pres., sales mgr.; Bruce G. Leach, secy., adv. mgr.

COLONIAL BROACH & MACHINE CO., Box 37, Harper sta., Detroit 13, Mich. Broaching machines, tools and accesories. Arvid Lundell, pres.; Ralph Lagerfeldt, exec. vice-pres.; Harry Gotberg, vice-pres.; F. E. Pethick, treas.; Charles Crawford, works mgr.; George Cameron, chief engr. **Adv. Agcy.**—Denham & Co., Detroit, Mich.

COLORGLO PRODUCTS, INC., P. O. Box

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There's no substitute for the FORGED crankshaft

Crankshafts have been made successfully by other methods of fabrication and have proven to be *good enough* for certain non-critical applications—but for maximum dependability of the modern, compact, high compression, high torque engine a forged crankshaft is essential.

The forging process assures, to the greatest degree possible, uniformity and predictability of physical properties with a minimum variance from piece to piece or from one location to another in the same piece.

Wyman-Gordon has been forging crankshafts since the beginning of the internal combustion engine era and today produces more crankshafts for a greater variety of applications than any other company in the world. In a crankshaft there is no substitute for a forging, and in a forging there is no substitute for Wyman-Gordon quality and experience.

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FORGINGS OF ALUMINUM • MAGNESIUM • STEEL • TITANIUM

Who's Who in the Auto Industry

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228. Whittier, Calif. Automobile polishes, waxes, cleaners, etc. George S. Hanson, pres.; M. Wm. Irwin, vice-pres.

COLTON CO., ARTHUR, Div. of Snyder Tool & Engrg. Co., 3400 E. Lafayette, Detroit 7, Mich. Hydraulic presses, mechanical presses. Howard N. Maynard, pres., treas.; Kenneth B. Hollidge, exec. vice-pres., secy.; Harvey Purdy, asst. secy.; Samuel D. Harrison, asst. treas.; Nelson Carman, dir. of customer service; Wallace Doepel, sales mgr.; Leo Gajda, chief engr. **Adv. Agcy.** — Clark & Rickerd, Inc., Detroit. John Dow, acct. exec.

COLUMBIA MOTOR CORP., 245 West 56th st., New York 19, N. Y. Engine, electrical, wheel parts, etc., for foreign cars. P. J. Morris, pres.; H. G. Boyd, vice-pres.; B. Weiss, treas.; J. Labita, sales mgr.; J. Alsapiedi, pur. agent; A. Canales, parts mgr. **Adv. Agcy.** — Mann-Ellis Co., New York.

COLUMBUS COATED FABRICS CORP., Seventh and Grant aves., Columbus 16, O. Vinyl and pyroxylin coated fabrics, flexible and semi-rigid Vinyl sheeting. H. A. Flaharty, pres.; C. G. Jelliffe, vice-pres., ind. div.; R. D. Altmaier, secy.; J. W. Willcox, treas.; J. M. Altmaier, works mgr.; S. M. Wheeler, sales mgr.; Russell Tilton, chief engr.; S. N. McCloud, pur. agt.; M. A. Keith, traf. mgr. **Det. Rep.**—James C. B. Handley, Paul Murphy, 1018 Fisher bldg. **Adv. Agcy.**—Mumm, Mullay & Nichols, Inc., Columbus 15, O. John P. Kelley, acct. exec.

COLUMBUS JACK CORP., 2200 South Third st., Columbus 7, O. Contract manufacturing. Mechanical jacks, scissor jacks, bumper jacks. Ralph O. Shroyer, pres. and treas.; Myer W. Mellman, vice-pres. and secy.; Ralph Shroyer, chief engr.

COLUMBUS McKINNON CHAIN CORP., Tonawanda, N. Y. Tire chains, towing chains. Franz T. Stone, pres.; D. S. Brisbin, vice-pres.; J. H. Goodwin jr., secy.-treas.; D. B. Myers, wks. mgr.; R. E. Gerspacher, product and adv. mgr.; H. R. Parker, chief engr.; Walter Wolf, pur. agt.; Arch Miller, traf. mgr.; Sherm Richards, pub. rel. mgr. **Adv. Agcy.**—Comstock & Co., Buffalo 2, N. Y.

COLUMBUS METAL PRODUCTS, INC., 1341 Norton ave., Columbus, O. Automotive, bus, truck, lighting equipment. G. E. Smith, pres.; H. B. Donley, vice-pres., gen. mgr.; R. P. Donley, treas., chief engr., sales and adv. mgr.; Stanley Jones, pur. agt.; Stanley Heer, traf. mgr. **Det. Rep.**—H. B. Stillman, 15529 Woodrow Wilson. **Adv. Agcy.** — Harry Miller Co., Columbus, O. Jack Miller, acct. exec.

COMFORT SPECIALTY CO., 200 S. 7th st., St. Louis 2, Mo. Printed supplies, advertising material, 600 different standardized printed forms for automobile dealers. H. B. Comfort, pres. and treas.; J. A. Collum, exec. vice-pres.; J. L. Sloss, jr., secy.; S. B. Comfort, adv. and sales mgr.; O. Schatz, traf. mgr. and pur. agt. **Adv. Agcy.**—Searcee Adv. Corp., St. Louis, Mo.

COMMERCIAL CREDIT CO., 14 Light st., Baltimore 2, Md. Sales finance, insurance and manufacturing. E. C. Wareheim, chmn. of bd.; Alexander E. Duncan, founder ch.; Edmund L. Grimes, pres.; Charles J. Zimmerer, H. A. Cherry, John S. Grimes, exec. vice-presidents; Paul M. Millians, LeBaron Willard jr.; James P. Taylor, Thomas A. Duncan, James W. Newman, Berthold Muecke, Albert Carlson, vice-presidents; W. R. Mules, secy.; William L. Gardner, treas.; J. F. Flynn, cont.; Michael Sheehan, adv. and sales prom. dir.

COMMERCIAL FILTERS CORP., 2 Main st., Melrose, Mass. Filters for industrial fluids, hydrocarbon fuels, lubricants and compressed air. Robert L. Fielding, pres.; Henry B. Ahlberg, wks. mgr.; Alan Riley, pur. agt. **Det. Rep.**—N. R. Kerns Co., 9140 Charlevoix.

COMMERCIAL RESEARCH DIV., George L. Nankervis Co., 15300 Fullerton, Detroit 27, Mich. Testing equipment for automotive and aircsaft industries, including flowmeters, flowmeter calibrating stands, fuel nozzle test stands, carburetor flow test stands. C. E. Cox, mang. dir.; R. A. Merritt, sales mgr.; A. W. Brueckner, chief res. engr.

COMMERCIAL SOLVENTS CORP., 260 Madison ave., New York 16, N. Y. Antifreezes, automotive chemicals. Paul R. Smith, gen. mgr.; A. B. Swearingen, national accts. sales mgr.; W. H. Adamson, field sales mgr.; E. E. La Rue, chem. spec., sales mgr.; I. W. Campbell, adv. mgr. **Det. Rep.**—H. P. Walzer, Commercial Solvents Corp., 1900 E. Jefferson. **Adv. Agcy.**—Fuller & Smith & Ross, Inc. N. Y. 17, N. Y. C. J. Leavitt, acct. exec.

COMMERCIAL TRADES INSTITUTE, 1400 Greenleaf ave., Chicago 26, Ill. Home study courses in automotive and diesel mechanics and body and fender rebuilding. R. C. Anderson, pres.; L. R. Liljequist, vice-pres.; S. Lindberg, secy.; R. Thesmacher, sales mgr. **Adv. Agcy.**—Glenwood Advertising, Inc., Chicago 26, Ill. Stephen Tedor, acct. exec.

COMPCO CORP., 2251 W. St. Paul ave., Chicago 47. Service station lighting equipment, exterior and interior. Horizontal "T" lights, area lights. S. J. Zagel, pres.; L. G. Zagel, vice-pres.

CONNEAUT RUBBER & PLASTICS CO., Commerce st., Conneaut, O. Extruded and molded plastics, fabrication from sheet and film. J. M. W. Chamberlain, pres.; Robert C. Hunter, vice-pres., gen. mgr.; John B. Phipps, works mgr.; John H. Davison, sales mgr. **Adv. Agcy.**—Ralph Gross Advertising, Akron, O.

CONNECTICUT TELEPHONE & ELECTRIC CORP., 70 Britannia st., Meriden, Conn. Electrical components, switches, relays, ignition parts, connectors, directional signals. H. B. Randall, pres.; C. W. Ward, vice-pres. sales; J. E. Whisler, vice-pres. mfg. **Adv. Agcy.**—Haydon Co., Grove st., New Haven, Conn.

CONSOLITE CORP., 1320 E. State st., Fremont, O. Advertising signs of metal, aluminum, plastic, cardboard, etc., door bars, kickplates, license plate emblems, bumper strips, trailer plates, thermometers. Transfers: truck lettering, window valance, product identification. Highway advertising signs. H. E. Zink, pres.; E. F. Sevitts, vice-pres.; W. A. Zink, secy.; N. S. House, treas.; G. C. Berger, wks. mgr.; R. D. Hetrick, sales mgr.

CONTINENTAL-DIAMOND FIBRE CORP., a subsidiary of **The Budd Co.,** Newark, Del. Timing gears. H. K. Collins, vice-pres., gen. mgr.; J. F. Anderson, vice-pres.; H. M. Dexter, dir. of sales; A. J. Briggs, gen. sales mgr. **Det. Rep.**—J. R. Brosnan, 443 New Center bldg., Detroit 2. **Adv. Agcy.**—Geare-Marston, Philadelphia, Pa. J. R. Pilling, acct. exec.

CONTINENTAL MFG. CORP., 10411 W. Washington blvd., Culver City, Calif. Life-time batteries, filters (oil), spark plugs and power brakes, Commando outboard motors. Frank E. Williams, pres.; Ted Joyce, vice-pres. and gen. sales mgr.; R. M. Johnston, secy. and treas. **Adv. Agencies**—W. H. Hunt & Associates, 1044 S. Robertson blvd., Los Angeles, Calif. (oil filters), Lee McFadden, acct. exec. Markham Buss Advertising Agency, 1324 Wilshire blvd., Los Angeles 17, Calif. (batteries, spark plugs and power brakes). Richard Buss, acct. exec.

CONTINENTAL MOTORS CORP., 205 Market st., Muskegon, Mich. Engines (transportation, industrial, marine, airplane.) C. J. Reese, pres. and gen. mgr.; Earl C. Ginn, T. A. Engstrom, exec. vice-president; Arthur W. Wild, D. H. Hollowell, C. Wheeler Johnson, C. M. Bellinger, F. Frank Schwilk, Wm. G. Raven, Palmer C. Dolph, Guy J. Harinton, F. H. Mull, Albert B. Willi, vice-president; Frederick H. Faust, secy.; Henry W. Vandeven, treas. and dir.; H. M. Parker, asst. treas.; C. M. Bellinger (automotive and industrial engines), D. H. Hollowell (airplane engines), sales mgrs.; C. W. Johnson, adv. mgr.; G. Waine Thomas, chief engr.; Morris Ramsey, pur. agt. **Adv. Agcy.**—The Hopkins Agency, 1504 Guardian bldg., Detroit, Mich.

CONTINENTAL OIL CO., Houston, Texas. Super motor oil, Super gasoline with TPC and lubricants. L. F. McCollum, pres.; Harry J. Kennedy, vice-pres. in chge. of mktg.; G. M. Sullivan, (mktg.) gen. mgr.; E. A. Williford, asst. gen. mgr.; M. S. Hattwick, dir. of adv.; W. A. Morgan, adv. mgr.; J. J. Nemeth, sales prom. mgr.; D. W. Sims, pur. agt.; E. G. Smith, pub. rel. mgr. **Det. Rep.**—Frank Suess, Houston, Texas. **Adv. Agcy.**—Benton & Bowles, Inc., New York City, N. Y. C. W. Shugert, acct. exec.

CONTINENTAL RUBBER WORKS, 1950 Liberty st., Erie 6, Pa. Molded rubber, extruded rubber, rubber hose, fan belts, radiator hose, shaped hose, sheet rubber, rubber tarp fasteners. P. H. Henkel, pres. and gen. mgr.; C. J. Palmer, vice-pres., secy.; M. M. Schade, treas.; C. C. Shenk, sales mgr.; Earl Johnson, asst. gen. mgr.; J. H. Bohrer, mgr. auto. sales; Alexis C. Erca, chief engr.; Henry Kohler, works asst. mgr.; R. A. Bailey, pur. agt.; Paul Berst, traf. mgr. **Det. Rep.**—Clacy McNary, Edward McNary, Richard McNary, 13801 Schoolcraft ave., **Adv. Agcy.**—Eugene C. Laird, Advertising, Erie, Pa.

CONVERTO MANUFACTURING CO., Cambridge City, Ind. Dump bodies, hoists. C. R. Golay, pres. and gen. mgr.; Joe Lunsford, mgr. sales; Don Golay, treas.; Don Dillon, pur. agt.; Don Chaney, chief engr.; Harry Kuster, gov't sales; Chas. Short, contr. **Adv. Agcy.**—La Grange & Garrison, Inc., 30 E. Georgia st., Indianapolis, Ind. Ted Schurdell, acct. exec.

COOPER, INC., RAY, 2017-2019 Central, El Monte, Calif. Automotive accessories. Raymond A. Cooper, pres., treas. and sales mgr.; John Clark, vice-pres., secy. and asst. sales mgr.; Kenneth Fiebelkorn, works mgr. and chief engr.

COOPER TIRE & RUBBER CO., Lima & Western aves., Findlay, O. Passenger car and truck tires and tubes, camelback, repair materials, all types molded, extruded, rubber to metal and calendered rubber parts. W. B. Brewer, pres.; C. P. Weaver, vice-pres. sales; W. R. Brewer, vice-pres. and wks. mgr.; Wayne B. Brewer, vice-pres. engrg.; E. E. Brewer, vice-pres. industrial rubber div.; B. Esterly, Asst. Treas.; K. L. Frost, treas.; R. H. Davis, mgr. industrial rubber div.; M. Fahl, pur. agt.; R. Jenssen, traf. mgr.; T. M. Lacey, adv. mgr.; Dr. Tennyson Guyer, dir. pub. rel.

COP-SIL-LOY, INC. and DEE DEE CO., 10136 E. Rush st., P. O. Box 109, El Monte, Calif. Brake and clutch material for: passenger cars, buses, industrial, construction equipment, heavy duty trucking, draw works. Donald M. Nelson, pres., treas.; Dan Levi, vice-pres., secy. and gen. mgr.; Raymond E. Hammeras, wks. mgr., chief engr.; Edw. J. Flynn, pub. rel. mgr.

CORBIN HOSE CLAMP DIV., The American Hardware Corp., 102 Washington st., New Britain, Conn. Self-tightening hose clamps. E. J. Parker, corp. pres.; D. Muirhead, corp. treas.; A. S. Boone, gen. mgr.; Georg Raineault, works mgr.; Ebbe C. Anderson, adv. mgr.; Eugene Emigh jr., pur agt.; A. H. Petts, traf. mgr. **Adv. Agcy.**—Noyes Co., Inc., Providence, R. I.

CORBITT CO., INC., THE, Parham st., Henderson, N. C. Heavy duty trucks, truck parts and equipment for trucks, truck-tractors and trailers, military vehicles and farm tractors. W. T. White, pres.; Jeannette S. Bachman, vice-pres.; A. W. Bachman sr., secy.; Irma R. White, treas.; G. C. Morgan jr., serv. mgr.; L. E. Hicks, prod. engr.

CORDOMATIC DIV. of Vacuum Cleaner Corp. of America, 1724 W. Indiana ave., Philadelphia 32, Pa. Drop light reels, balance reels, multiple taps, job lights, static reels. B. J. Tamarin, pres.; W. Russell Getty, vice-pres. in chge. sales. **Det. Rep.**—M. M. Wendell Co., 8-254 General Motors bldg. **Adv. Agcy.**—Lavensen Bureau of Adv., 1212 Chestnut st., Philadelphia, Pa.

CORDUROY RUBBER CO., 460 Fuller, N. E., Grand Rapids 1, Mich. Tires, tubes, mechanical rubber goods, molded & extruded. R. C. Murphy, pres., gen. mgr.; C. E. Mills, vice-pres.; L. B. McCourt, secy.; M. S. Bonney, treas., pur. agt.; A. R. Rausell, works mgr.; F. H. Bauer, sales and adv. mgr.; C. W. Lugthart, asst. sales mgr., sls. prom.

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YOU CAN PUT CARS AND TRUCKS IN
A GREATER VARIETY OF SERVICE AND REPAIR POSITIONS
MORE CONVENIENT WORKING POSITIONS FASTER WORKING POSITIONS

WITH AIR-OPERATED BAY-LIFT®
. . . which is why this versatile, high speed performer has been labeled
the POSITION-FOR-PROFIT lift

Muffler and Tailpipe Work—It took ten seconds for the mechanic to put the rear end of this 1957 Dodge Wagon exactly where he wants it. Bay-Lift automatically double-locks in any raised position for complete safety. Air hose has been removed for other use.

Body Work—It's so fast and easy to raise or lower cars with the Bay—inches or feet—that, once a body man works with one, a Bay-Lift becomes as much a standard item of his equipment as his hand tools. Note Bay's adaptor (standard equipment) for all Chrysler Line cars between forks of lift and the 1957 Plymouth.

Lube Jobs and Oil Changes—Bay s unmatched speed is never at greater advantage than when putting these jobs through the shop . . UP, DOWN and OUT! Don't turn jobs away because your stationary lift is tied up. Your Bay works wherever an air hose can reach, indoors or out.

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Wheel Work—A pair of Bay Rocker-Head Stands and the Bay-Lift put all four wheels of this 1957 Ford off the ground in seconds, for fast, convenient wheel work. Your Bay does everything a stationary lift will do . . faster and at a fraction of the cost.

Front End Work—Instead of standing, this mechanic puts a pair of Rocker-Head Stands under the 1957 Oldsmobile frame, rolls the Bay-Lift completely out of his way and sits comfortably The lift, of course, is free to be put to work elsewhere.

WITH BAY . . YOU INCREASE VOLUME, TURN JOBS OUT . . NOT AWAY.

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Who's Who in the Auto Industry

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and serv. mgr.; Gerritt Doll, chf. engr.; E. J. Rusche, traf. mgr. **Det. Rep.** — V. B. Meyers, 650 N. Woodward, Birmingham, Mich. **Adv. Agcy.**—Stevens & Co., Grand Rapids, Mich.

CORMIER & SHAVER MFG. CORP., 1838 E. 40th st., Cleveland 3, O. Hot water and truck heater shutoff valves, heater hose pipe elbows and straight pipe nipples, automatic screw machine products. C. L. Shaver, pres.; J. T. Giesey, vice-pres.; A. E. Giesey, secy.-treas. **Det. Rep.**—C. N. Lusty, 3049 E. Grand blvd. Cleveland, O.

CORNING GLASS WORKS, Corning, N. Y. Lens and reflectors for sealed beam headlights, laboratory glassware, glass components. W. C. Decker, pres.; G. D. Macbeth, vice-pres., cont.; F. H. Knight, secy.; C. D. LaFollette, vice-pres., treas., dir. of sales; P. M. Reynolds, adv. mgr., sales prom. mgr.; R. Brittingham, pur. agt.; J. D. Mitchell, traf. mgr.; R. L. Edwards, pub. rel. mgr. **Adv. Agcy.**—Charles L. Rumrill & Co., Rochester, N. Y. J. R. Van Arsdale, acct. exec.

CORRUGATED PAPER PRODUCTS, INC., 2233 Utica ave., Brooklyn 34, Corrugated mailing boxes, packaging boxes and parts boxes, reliable mailers. Jesse Kapor, pres., gen. mgr.; Lawrence S. Wagner, treas., sales mgr.

COSMOPOLITAN DIE CAST PRODUCTS, 46 Etruria st., Seattle 9, Wash. License frames, Scotchlite emblems, die cast monograms and emblems. H. W. I. Johnson, owner; Don S. Bussard, mgr.; Vern Crowley, Washington and Oregon rep.; W. E. Chew, Ind. rep.; D. A. Dawe, Canada rep.

COURTAULDS (ALABAMA) INC., 600 Fifth ave., New York 20, N. Y. "Fibro"—our trade name for our white rayon staple; "Coloray"—our trade name for our solution dyed rayon staple. Charles L. Paine, pres.; Angus A. Macdonald, vice-pres.; Edwin H. Todd, secy.; Stanley F. Wagdin, treas.; Royston Dunford dir. of dev. and pub. rel. **Adv. Agcy.**—Lewin Williams & Saylor, Inc., 130 East 59th st., New York, N. Y. Walter Pollock, acct. exec.

CRAIGHEAD-KOONTZ, INC., R. R. 6, Box 92-A, South Bend, Ind. Importer and distributor Messerschmitt Cruisette. Norwood D. Craighead, pres. **Adv. Agcy.**—The Cramer-Krasselt Co., Milwaukee, Wis. R. F. Timm, acct. exec.

CRAWFORD MFG. CO., INC., 3rd and Decatur sts., Richmond 12, Va. Factories: Richmond, Va., Kansas City, Kans., Collingwood, Ontario, Canada. Automobile seat covers, wedge cushions, air cooled cushions. B. O. Cone, pres. and gen. mgr.; J. W. Whaley, vice-pres., sales and adv. mgr.; R. W. Roberts jr., secy.; A. E. Bartholomew, treas.; F. J. Baskerville, works mgr.; W. W. Shaffer, asst. sales and adv. mgr.; L. J. Roberts, pur. agt. **Det. Rep.**—C. E. Greene, 5-221 General Motors bldg., Detroit 2, Mich.

CREATIVE INDUSTRIES OF DETROIT, 3080 E. Outer dr., Detroit 34, Mich. Engineering. Rex A. Terry, gen. mgr.; W. J. Taylor, treas., pur. agt.; R. S. Leasia, sales mgr.; Calvin R. Brown and J. W. Hurley, sales engrs.; Charles B. Green, chief engr.

CREE COACHES, INC., Main st., Marcellus, Mich. Truck coach for living to be mounted on pick-up trucks. Chas. C. Moore, pres.; Ethel A. Moore, vice-pres.; Dorothy Bent, secy.-treas. **Adv. Agcy.**—William J. Williams, 426 W. South st., Kalamazoo, Mich.

CRESCENT CO., INC., 20 Central ave., Pawtucket, R. I. Automotive wiring, spark plug cable sets, battery cables, primary wire, spooled cable, portable cord, welding cable, power cable. John Sapinsley, pres.; Kenneth R. MacLean, gen. sales mgr.; Howard A. Utech, sales mgr., automotive div.; Herman Gadon, wks. mgr.; Francis Sisson, pur. agt.; Maurice Namerow, traf. mgr.; Louis F. Palana, supt. **Adv. Agcy.**—Aitkin-Kynett Co., Philadelphia 2, Pa.

CREST MFG. CO., Executive Offices 5735 Cass ave., Detroit 2. Factories Detroit, Edgefield and Batesburg, S. C. Seat covers and automotive textile products. Daniel C. Larkin sr., pres. and treas.; Daniel C. Larkin jr., vice-pres.; P. A. Larkin, secy.; John T. Begg, accountant; Estelle Morin, asst. secy.; Elmer Landschneider, vice-pres. engrg.; R. F. Korrek, vice-pres. S. C. oprns. **Adv. Agcy.**—Holden-Chapin-LaRue, Detroit, Mich. John Chapin, acct. exec.

CRISTY CHEMICAL CORP., 37 Harvard st., Worcester 2, Mass. Automotive and industrial chemicals. Quintin J. Cristy, pres., treas., sales mgr.

CRO-PLATE CO., INC., THE, 747 Windsor st., Hartford 1, Conn. Pressure Blast wet-blasting equipment for general surface finishing. Robert C. Allen, pres., treas.; Alan R. Burman, vice-pres.; S. Michael Schatz, secy.; Charles Lynn, wks. mgr.; Nicholas Nedweden, serv. mgr.; Mrs. Lowell W. McMullen, office mgr.; Mrs. Louis P. Sonday, traf. mgr.; Mrs. William Quinn, secy. **Adv. Agcy.**—Fairbairn & Co., Inc., 10 N. Main st., West Hartford, Conn. John W. Fairbairn, acct. exec.

CROSS CO., THE, 16801 E. Fourteen Mile rd., Fraser, Mich. Automated multiple station machine tools for milling, drilling, boring, reaming and tapping. Multiple spindle way, dial, trunnion and transfer types. Gear tooth rounding, chamfering and burring machines. Machine control units, tool control units. Tool setting fixtures and gages. Milton O. Cross jr., pres.; Ralph E. Cross, exec. vice-pres.; A. J. McLaren, vice-pres. sales; Kurt O. Tech, vice-pres. engrg.; Clark Bennett, treas.; J. C. Poole, pur. agt.; Robert B. Read, serv. mgr.; H. M. Shilson, comptr. and asst. secy. **Adv. Agcy.** — Clark & Bobertz, Inc., Detroit, Mich.

CROWN LUGGAGE CO., INC., 409-21 W. Redwood st., Baltimore 1, Md. Hand luggage. J. Neumann, pres., gen. mgr.; L. A. E. Wetzler, vice-pres.; L. W. Katz, vice-pres., sales mgr., adv. mgr.; B. Krifchin, works mgr.; F. Hudson, traf. mgr. **Det. Rep.**—J. H. Rogers, Lansing, Mich. **Adv. Agcy.** — Mervin & Jesse Levine, 461 8th ave., New York, N. Y. H. Levine, acct. exec.

CROWN STEEL PRODUCTS CO., 1330 N. Main, Orrville, O. Utility bodies, aerial ladders, sheet metal stamping and assemblies. Julius Fejes, pres., gen. mgr.; Robert C. Seiwert, vice-pres.; sales mgr.; Harold C. Kropf, secy.; John C. Halloran, treas.; E. H. Rudd, chf. engr.; Darrell Sommers, pur. agt.; Al Hulls, traf. mgr. **Det. Rep.**—L. E. Weller, 8100 E. Jefferson ave.

CRUMP CO., INC., B. T., 1310-34 East Franklin st., Richmond 13, Va. Automotive supplies and equipment, seat covers. P. A. Seaton sr., chmn. of bd.; R. H. C. Seaton, pres.; W. B. Wiltshire jr. secy.-treas.; P. T. Bergheimer, sales mgr. and pur. agt., automotive div.

CRYSTAL MOTOR OIL CO., 5334 W. 65th st., Chicago 38, Ill. Motor oils and motor oil additives. A. E. Carlin, pres.; J. F. Busch, vice-pres.; M. Engesser, secy.; R. Mueller, works mgr.; E. S. Jensen, sales mgr. **Adv. Agcy.** — H. C. Boggs Co., River Forest, Ill.

CRYSTAL RESEARCH LABORATORIES, INC., 29 Allyn, Hartford 4, Conn. Water demineralizing device for use with storage batteries, replacement filters. S. I. Ward, pres.; Roger W. McCormack, vice-pres.; Frances Andrews, secy.-treas.

CULVER-STEARNS MFG. CO., 181 Greenwood st., Worcester 7, Mass. Electrical equipment—switches, sockets and plugs. R. W. Stearns, pres.; J. C. Stearns, treas.; P. V. Champlin, wks. mgr.; W. J. Hopp, vice-pres., sales; Richard T. Strozina, pur. agt. **Det. Rep.** — W. J. Hopp, 324 Stephenson bldg.

CUMMINS ENGINE CO., INC., 5th and Union, Columbus, Ind. Diesel engines. R. E. Huthsteiner, pres.; C. R. Boll, vice-pres. of sales; E. D. Tull, exec. vice-pres., W. M. Harrison, vice-pres., secy., treas.; D. J. Cummins, vice-pres. of engr.; P. J. Every, gen. sales mgr.; R. B. Stoner, vice-pres. mfg. and pers.; R. W. Franck, mgr. sales dev.; H. E. Bollwinkel, exec. serv. mgr.; J. C. Miller, exec. engr.; R. W. McNealy, gen. pur. agt.; R. D. Hicks, mgr. of parts sales; R. J. Noblitt, traffic mgr. **Det. Rep.** — Cummins Diesel Michigan, Inc., 3601 Gratiot ave., Detroit 7. **Adv. Agcy.** — Needham, Louis and Brorby, Inc., Chicago 1, Ill. R. F. Steinhoff, acct. exec.

CUNO ENGINEERING CORP., 80 S. Vine st., Meriden, Conn. Cigaret lighters, filters. Roy Scott, exec. vice-pres.; Carlton H. Winslow, vice-pres. chge. of sales; J. R. Ledwith, mgr. automotive sales. **Det. Rep.** — J. D. Chamberlin, 5-119 General Motors bldg.

CURRAN CORP., THE, South Canal st., Lawrence, Mass. Carburetor cleaner and decarbonizer, concentrate degreaser, compound G.P. (general purpose), self-emulsifying and self-scouring solvents. N. J. Curran, pres., treas.; E. F. Collins, secy.

CURTIS MANUFACTURING CO., Pneumatic Division, 1905 Kienlen ave., St. Louis 20, Mo. Air compressors, auto lifts, power car washers. H. C. Schott, pres., chmn. of board; E. J. Steger, J. D. Lodwick, vice-pres., chge. of sales; M. E. Dank, secy.-treas.; Herb Armstrong, works mgr.; Malcolm Bennett, asst. sales mgr.; Andrew M. Bono, adv. mgr.; W. F. Krenning, chief engr.; Edward Gotway, pur. agt.; Lee Meyer, traf. mgr. **Adv. Agcy.** — Lynch-Hart-Stockton, St. Louis, Mo. Richard Lynch, acct. exec.

CUSHMAN CHUCK CO., 806 Windsor st., Hartford 2, Conn. Lathe chucks, collet chucks. Harry E. Sloan jr., pres.; E. L. Field, treas.; W. C. Gaw, vice-pres. sales; Alban J. Collette, supt.; E. T. Lally, traf. mgr.; Ray Donahue, pur. agt.; John Cunningham, pub. rel. mgr. **Det. Rep.**—John C. Lynch. **Adv. Agcy.**—E. W. Robotham & Co., 24 Lewis st., Hartford, Conn. William Robotham, acct. exec.

CUSTOMER-BUILDERS SYSTEMS, 1820 Ridge ave., Evanston, Ill. Merchandising programs for increasing new and used-car sales, and service sales. Bernard D. Verin, pres.; M. F. Kennedy, treas.; **Adv. Agcy.**—Marvin Gordon & Associates, Inc., 920 N. Michigan ave., Chicago 11, Ill. Marvin Gordon, acct. exec.

CUSTOMER CONTROL, INC., Long Island City 1, N. Y. Owner follow-up plan, direct mail advertising programs, personal letter campaigns, market analysis and research. Victor Contessa, pres.; Joseph A. Ruffalo, vice-pres.; P. A. Fountain, sales mgr.

CYCLEWELD CEMENT PRODUCTS PLANT, Chrysler Corp., 5437 W. Jefferson ave., Trenton, Mich. Adhesives, rust preventives and sealers. C. H. Smith, gen. mgr.; K. M. Hayes, wks. mgr.; R. Weidner, factory mgr.; Cord Lipe, sales mgr.

D

D & M TRUCK TOP CO., 12186 Petoskey, Detroit 4, Mich. Under car covers, covered wagon top for pickups and stakes, tops for hy-lows and bulldozers. Albert H. Dworkin, pres.

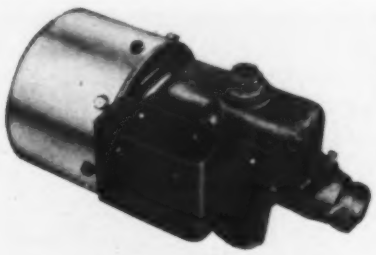
D. S. M. ELECTRIC CO., 6209 Hamilton ave., Detroit 2, Mich. Automotive electrical parts, ignition coils, condensers, voltage reducers, dual ignition. M. M. Moats, pres., gen. mgr.; B. A. Moats, vice-pres.; J. D. Ward, secy.; W. Palmer Lanagan, chief engr.; Ray R. Buckman, pur. agt.; Norman Klinger, traf. mgr.

D-X SUNRAY OIL CO., Box 381, Tulsa, Okla. D-X and Diamond motor oils, D-X lubricating gasolines, greases and industrial oils. R. W. McDowell, pres.; T. E. Fitzgerald, exec. vice-pres. mktg.; Glenn E. Wynn, exec. vice-pres. mfg.; R. Paul Henry, exec. vice-pres. chge. of fin.; D. C. Wixson, vice-pres. retail sales; N. B. Ingram, gen. mgr. retail sales; C. F. Niessen, adv. and sales prom. mgr.; J. W. Basore, mgr. Branded lubr. sales; Floyd F. Miles, mgr. wholesale sales. **Adv. Agcy.** — Potts-Woodbury, Inc., Kansas City, Mo. J. B. Woodbury, acct. exec.

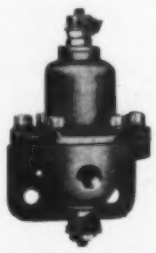
DAHLSTROM METALLIC DOOR CO., 420 Buffalo st., Jamestown, N. Y. Metal fabrications including mouldings, pressed shapes, stampings, cabinets; product cases and special metal products. Paul N. Anderson, pres., gen. mgr.; Carl T. Bergstrom, vice-pres.; J. Gustaf Sundin, secy.-treas.; Elmer V. Lindstrom, vice-pres.; Kermit G. Nelson, adv. mgr.; Carl Thierfeldt, chief engr., special products div. **Det. Rep.**—Malcolm V. Otis, 1240 Buhl bldg., Detroit 26.

DAKE CORP., 637 Monroe st., Grand Haven, Mich. Arbor and hydraulic presses, steam and air motors, marine and con-

(Continued on Page 212)



ACTUATING UNITS



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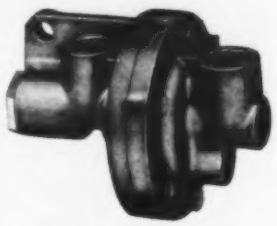
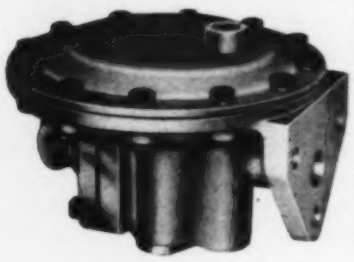
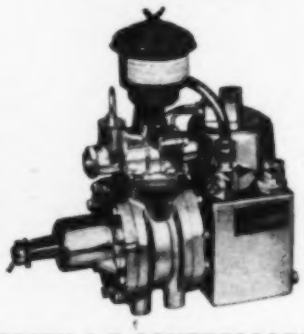


PROTECTION VALVES



CONTROL VALVES



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For safer, more economical air brakes . . . use these Wagner Air Brake Components

Safe, trouble-free, dependable—that's the report of thousands of fleet operators from coast-to-coast, about Wagner Air Brake Components. Their experience over the years is *proof* that these precision parts increase safety and reduce operating costs.

The high-performance standards set by Wagner Air Brake Components are a direct reflection of the "Quality Control" exercised in the manufacture of Wagner Air Brake Systems. Every part—every fitting—every connection *must* meet rigid factory inspection and testing before being released for shipment. This is your assurance that when you select Wagner Air Brakes, you know you are getting the finest air brake units to be found anywhere.

Wagner factory service branches in twenty-four major cities and air brake distributors throughout the United States and Canada service Wagner air brakes; and since Wagner air brake systems are used by a large number of fleets, mechanics everywhere are experienced in the repair of Wagner air brakes.

Wagner Electric Corporation

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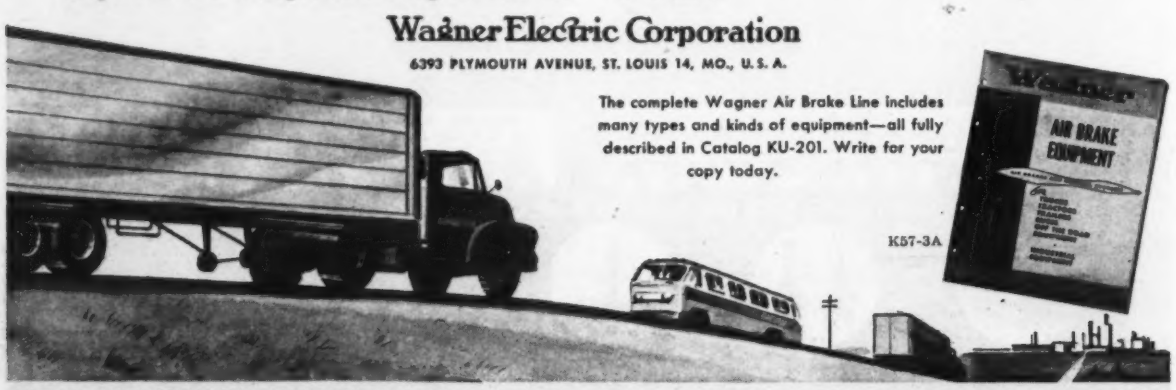

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K57-3A

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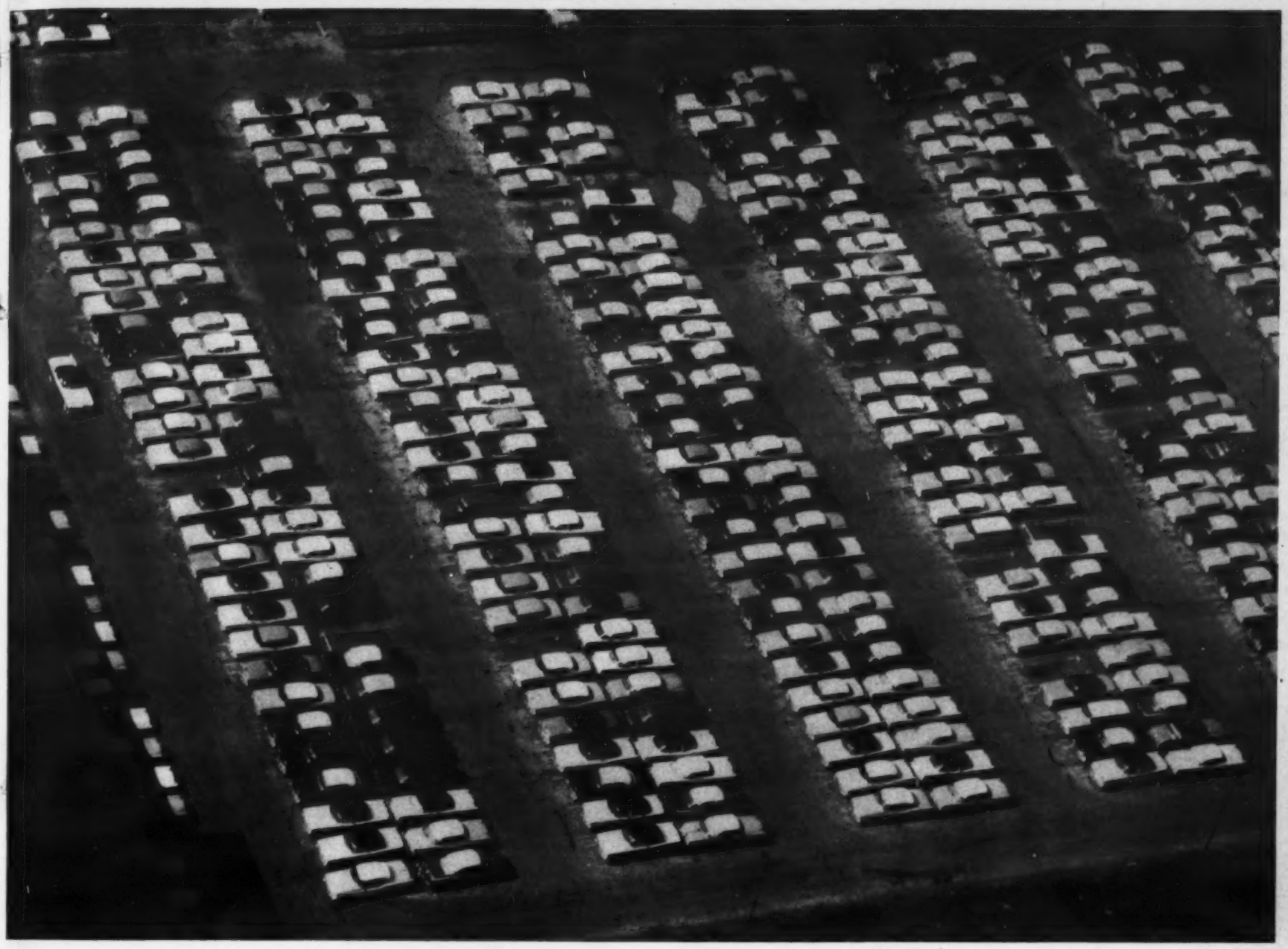

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Biggest boom market America has ever seen! Record-breaking production . . . product pipelines filled to overflowing! Buyer is king! That's the story—what's your answer?

Reach and sell the most people most often at lowest cost. To do it, 94 of America's 100 largest advertisers include WBC in their selling campaigns. (Three of the remaining six, by custom, do not use broadcast media.) 25 of the 28 companies grossing over $1 billion annually use WBC, too. So do over 250 national advertisers and many hundreds of local advertisers.

Put the big WBC stations on *your* sales force in the seven big markets where over one-fifth of America's sales are made. A call to WBC starts you selling. The number is MUrray Hill 7-0808, New York. Ask for A. W. "Bink" Dannenbaum, WBC—VP Sales.

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PHILADELPHIA—KYW	**PHILADELPHIA**—WPTZ
PITTSBURGH—KDKA	**PITTSBURGH**—KDKA-TV
FORT WAYNE—WOWO	**SAN FRANCISCO**—KPIX
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Support The Advertising Council Campaigns

Who's Who in the Auto Industry

(Continued from Page 210)

tractors' equipment. A. E. Jacobson, pres.; Paul A. Johnson jr., vice-pres.; C. N. Jacobson, secy.-treas.; A. F. Green, gen. mgr.; T. Koetsier, pur.; Harold Poort, chf. engr. **Det. Rep.**—Hazerodt Associates, 903 S. Woodward, Royal Oak, Mich. **Adv. Agcy.**—Fensholt Advertising Agency, 360 N. Michigan ave., Detroit. H. H. Rich, acct. exec.

DAMAR PRODUCTS, INC., 833 Newark ave., Elizabeth, N. J. Auto wardrobe rack. David W. Margulies, pres.; I. G. Margulies, treas.; Arthur Kindler, gen. mgr.; Merwin Caine, sales mgr., adv. mgr.

DANA CORP., 4100 Bennett rd., Toledo 1, O. Universal joints, transmissions, axles, torque converters, clutches, propeller shafts, power take-offs, power take-off joints, railroad generator drives, frames, welded tubing, forgings, stampings. C. A. Dana, chmn. of bd.; J. E. Martin, pres.; J. V. Melick, vice-pres. and secy.; L. L. Melick, treas. and asst. secy.; D. D. Robertson, vice-pres. sales; C. Dybvig, sales mgr.; J. R. Miller, vice-pres. mfg.; W. L. Stone, transmission and torque converter sales mgr.; W. H. Schomburg jr., universal joint and clutch sales mgr.; W. V. Thelander, clutch and farm equip. sales mgr.; Neil A. Moore, gen. mgr. parts div.; Earl M. Douglas, vice-pres.; R. R. Burkhalter, exec. engr.; Frank J. Voss, dir. pub. rel. and adv. **Adv. Agcy.**—C. A. Kroening, Inc., 2157 Euclid ave., Cleveland 15, O.

DAUBERT CHEMICAL CO., 333 N. Michigan ave., Chicago 1, Ill. Underbody coatings, sound deadeners, insulation compounds, rust preventive compounds, volatile corrosion inhibitor treated packaging materials, adhesives and sealers, synthetic coolants. L. S. Mann, gen. sales mgr.; W. A. Spencer, sales mgr. ind. div.; R. G. Clendenin, adv. sales prom.; J. W. Taylor, dir. of pur.

DAVIDSON RUBBER CO., 50 Brighton st., Charlestown (Boston) 29, Mass. Gaskets, grommets, arm rests, weatherstrips, bumpers, mounts, strips, sponge sheets, etc. V. P. Dee, pres.; H. S. Liddick, vice-pres. and tech. dir.; A. A. Marschat, vice-pres. in chge. of mfg.; T. E. Johnson, vice-pres. in chge. of sales; E. Paul Casey, vice-pres., gen. mgr.; James Stack, pur. agt.; A. F. Burlick, traf. mgr.; M. Wilison, pub. rel. mgr. **Det. Rep.** — T. E. Johnson, 3005 Puritan ave., Detroit 38.

DAVIS AIRCRAFT PRODUCTS, INC., 1191-95 Spofford ave., New York 59, N. Y. Automobile seat belts. Davis LocPins. Frank L. Davis, pres.; Carl A. Johnson, gen. mgr.; S. J. Verderame, sales mgr.; C. A. Baresch, engrg. sales coordinator; R. L. Davis, asst. sales mgr.; Nori Higuchi, chf. engr.

DAVIS, AL, RADIO, INC., 5037 W. Pico blvd., Los Angeles 19, Calif. Car radio antenna systems, custom front plates for imported car radios. Ross Alan Davis, pres., chief engr.; Irene Davis, secy., treas.; Edward C. Hagle, gen. mgr.; Wm. S. Eschbach, sales mgr.; Herman Lecea, serv. mgr.; Edward Peters, parts and access. mgr.

DAYBROOK HYDRAULIC DIV., L. A. Young Spring & Wire Corp., 500 Lehman ave., Bowling Green, O. Hydraulic elevating end gates, hydraulic hoists, steel dump bodies, hydraulic truck crane, hydraulic compaction-type refuse and garbage bodies. T. W. Helwig, gen. mgr.; J. F. McKiernan, sales mgr.; R. R. McCreary, sales prom. mgr.; N. E. Torgersen, works mgr.; E. Y. Roberts, chief engr.; R. W. Wittenmyer, pur. agt.

DAYTON MALLEABLE IRON CO., 1401 W. Second st., Dayton 1, O. Malleable and gray iron castings, aluminum and steel castings, forgings, coil springs. Anthony Haswell, pres.; F. O. Parker, vice-pres.; R. C. Hayward, secy. and treas.

DAYTON RUBBER CO., 2342 Riverview ave., Dayton, O. Tires and tubes, automotive belts, foam rubber, hose. A. L. Freedlander, pres.; I. Eisbrouch, vice-pres. tire sales; L. C. Strobeck, vice-pres. mechanical sales; W. G. Pickrel, secy.; L. V. Baker, treas.; H. S. Mooradian, vice-pres. mfg.; J. Rockoff, vice-pres. in chge. development; L. T. Keyes, dir. of pur.; Grant Marks, traf. mgr.; J. D. Hershey, dir. sales prom. and adv.; B. F. Thomas, dir. of pub. rel. **Det. Rep.**—F. C. Murray, 636-637 New Center bldg., Detroit 2; Tires and Mech. Rubber products, The Allman Co., Detroit; Foam Rubber, Norman D. Waters & Assoc., New York City.

DAYTON STEEL FOUNDRY CO., 1366 Miami Chapel rd. (P. O. Box 1022), Dayton, O. Cast metal wheels, cast iron brake drums, fifth wheel couplers, landing gear trailer supports, misc. carbon steel castings. George Walther sr., pres.; George Walther jr., gen. mgr.; William Walther, vice-pres.; John Walther, plant mgr.; J. A. Graham, secy., pur. agt.; S. A. Macy, treas.; E. L. Miller, chief engr.; H. G. Melia, ind. engr.; R. E. Walther, pub. rel. mgr. **Adv. Agcy.**—Webber, Geiger & Kalat, Inc., Dayton, O.

DAYTON WHEEL PRODUCTS, INC., 300 S. Monroe st., Xenia, O. Wire wheels for passenger and sports cars, center locking knock-off type. Harold Rogge, pres.; Ben Parsons, vice-pres. of engrg.; Robert Rogge, prod. mgr. **Det Office**—8800 Grinnell ave.

DEALER SERVICE CO., INC., 704 Penn st., Hollidaysburg, Pa. Custom made guaranty program, customer service history program. H. W. Bauer, pres.; K. B. Bauer, secy.-treas.

DEALERS SUPPLY CO., 21820 Wyoming, Oak Park 37, Mich. Sales promotion agency, creating items for sale to automobile dealers under factory supervision, such as new car announcements, parts and service promotions. Walter Myers, pres.; Carl F. Mager, vice-pres. operations; William M. George, vice-pres. sales; Frank A. Donegan, vice-pres. creative.

DeBOER & ASSOCIATES, P. O., Box 13, Lake Worth, Fla. Americoach school and transit buses, cabs for mobile crane carriers, mfgrs. of solenoids for sanders and etc. H. O. DeBoer, owner; **Adv. Agcy.** — States Display Advertising, E. E. Hurst, pres., Bloomington, Ill.

DEERING, MILLIKEN & CO., INC., 240 Church st., New York 13, N. Y. and 1407 Broadway, New York, Sheetings, drills and twills; print cloths; all types of synthetics; woolens, worsteds and blends; saran; milium; tire cord. Roger Milliken, pres.; F. G. Kingsley, vice-pres.; C. W. Kable, secy.; Minot K. Milliken, treas.

DeKALB COMMERCIAL BODY CORP., 229 W. Garden st., DeKalb, Ill. Delivery units, van bodies, stake bodies, refrigerated bodies. E. E. Miller, pres., treas.; P. J. Nugent, vice-pres.; J. T. Modloff, vice-pres., prod. mgr.; M. T. Miller, secy.; F. B. Terwilliger, asst. secy., asst. treas.; B. J. Sayers, R. G. Knoll, E. D. Hunt, dist. sales mgrs.; L. T. Wilkins, pur. agt. **Adv. Agcy.** — Connor Associates, Aurora, Ill.

DELBAR PRODUCTS, INC., 7th & Spruce, Perkasie, Pa. Truck mirrors. L. Eric Jones, pres., sales mgr.; Raymond R. Brunner, vice-pres.; J. A. Croûthamel, treas.

DELCO APPLIANCE DIV., General Motors Corp., 391 Lyell ave., Rochester 1, N. Y. Automotive heater, defroster, air conditioning and antenna lift motors, window lifts, seat actuators, electric windshield wipers, fractional h.p. electric motors, permanent magnet motors and clutch assemblies for automotic pilots. Paul H. Rutherford, gen. mgr.; Carl L. Balbach, wks. mgr.; J. T. Harris, equip. sales mgr.; H. M. Caulkins, adv. and sales prom. mgr.; Richard T. Reddington, serv. mgr.; V. H. Hardy, chief engr.; Phillip McNellis, pur. agt.; William P. Blackmon, pub. rel. mgr. **Adv. Agcy.** —Ed Wolff and Associates, Rochester, N. Y. Earl Holdren, acct. exec.

DELCO PRODUCTS DIV., General Motors Corp., 329 E. 1st st., Dayton 1, O. Shock absorbers. F. H. Irelan, gen. mgr.; J. A. McNamara, div. compt.; B. T. Olson, plants mgr.; F. G. Carpenter, gen. sales mgr.; J. R. Lakin, asst. gen. sales mgr.; W. W. Taylor, adv. mgr.; M. T. Funkhouser, chief engr.; F. J. O'Donnell, pur. agt.; J. J. O'Connell, traf. mgr.; D. L. Temple, dir. pub. rel. and ind. rel. **Det. Mgr.** — S. W. Blanton, Delco Products Div., 8-257 General Motors bldg., Detroit 2. **Chi. Mgr.**—J. F. Howe, Delco Products Div., 3430 W. Division st., Chicago 3. **Adv. Agcy.**—Campbell-Ewald Co., Detroit, Mich. R. L. Chope, acct. exec.

DELCO RADIO DIV., General Motors Corp., Kokomo, Ind. Radios, electronic devices and power transistors. B. W. Cooper, gen. mgr.; D. S. Allsop, mfg. mgr.; R. L. Showalter (compt.) treas.; H. M. Steizl, dir.-sales and engr.; D. A. Sandberg, sales mgr.; A. N. Jonsson, serv. mgr.; B. A. Schwarz, tech. asst. to gen. mgr.; R. Hill jr., pur. agt.; R. O. Bassett, pur. and prod. control mgr.; Walter M. Wilson, pers. dir.; H. W. Welling, pub. rel. dir. **Det. Rep.**—H. E. Holliday, 57 E. Harper ave., Detroit 2. **Adv. Agcy.** — Campbell-Ewald, Detroit, Mich. Craig Miller, acct. exec.

DELCO-REMY DIV., General Motors Corp., 2401 Columbus ave., Anderson, Ind. Automotive generators, regulators, cranking motors, ignition coils, ignition distributors, storage batteries, horns, Boden wire controls, various directional signal and control switches for passenger cars, trucks, buses, farm and garden tractors, outboard motors, marine craft, and diesel-powered equipment. Fully waterproofed electrical components for U. S. Ordinance trucks and tanks. H. D. Dawson, gen. mgr.; H. G. Riggs, wks. mgr.; R. L. Kessler, mfg. mgr.; C. F. Hardy, dir. of pub. rel.; C. H. Toedtmann, dir. of pur. and prod. control; P. E. Bardsley, sales mgr.; H. L. Hartzell, chief engr.; F. E. Boze, mgr. prod. control; J. H. Bolles, dir. sales and engrg.; W. C. Cotton, compt.; Ray Gilpin, chief inspector; B. L. Stewart, per. dir.; J. S. Garlic, mfg. mgr. battery operns. **Det. Rep.**—8-217 General Motors bldg. **Adv. Agcy.**—Campbell-Ewald Co., Detroit.

DEL-KROME CORP., 44 West st., Walton, N. Y. Wheel covers, stainless steel auto window ventilating and trim device, wheel trim device, door edge guards, stainless steel window moulding protective and trim device. Herbert Buerger, pres., gen. and sales mgr.; Walter L. Terry, vice-pres.; Lorrainne Buerger, secy.; Edgar Van Buren, works mgr.; James R. Phillips, asst. sales and adv. mgr.; Maurice Bartlett, serv., parts and access. mgr.; Maurice Emerson, pur. agt.; George Pine, pub. rel. mgr. **Det. Rep.**—D. M. Nelson, 1410 Fisher bldg.

DELMAN CO., Cockeville, Tenn. Windshield washers and special automotive parts for automobile manufacturers Chuck Bachrach, gen. mgr.; Wm. Kilpatrick, plant mgr.; director of engineering, Ed Webb. **Det. Rep.**—The Delman Co., 128 Kercheval, Gross Pointe 36. **Pub. Rel. counsel,** The Hopkins Agency, Detroit.

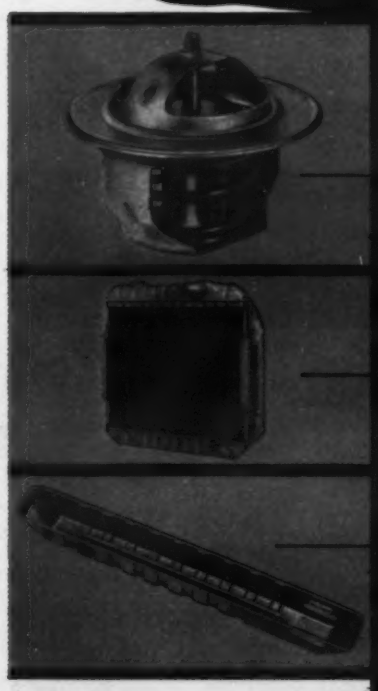
DELTA CHEMICAL CO., 2885 Warford Place, Memphis, Tenn. Manufacturers of liquid or paste automotive cleaner and steamcleaning compounds, powdered or liquid car wash, carburetor cleaner, concrete cleaner, paint strippers, motor cleaners, tire renewer, bug remover and upholstery cleaner. Harry Cooper, sales mgr.; Leo Schneider, asst. sales mgr.; Alex Handleman, pur. agt. **Adv. Agcy.**—Simon & Gwynn, Memphis, Tenn.

DELUXE PRODUCTS CORP., 1201 Michigan blvd., Racine, Wis. Oil filters and replacement elements. R. I. Hahn, pres.; R. K. Roland, vice-pres., gen. sales mgr.; C. N. Bentley, H. H. Parker, vice-pres.; G. H. Yelinek, chf. engr.; O. M. Hoyt, mktg. mgr.; P. C. Newlin, treas.; J. H. Zook, pur. agt. **Adv. Agcy.**—Van Auken, Ragland & Stevens, Chicago, Ill. B. F. Stevens, acct. exec.

DENISON ENGINEERING DIV., American Brake Shoe Co., 1160 Dublin rd., Columbus 16, O. Hydraulic presses, pumps, valves and fluid motors, special hydraulic equipment. W. C. Denison, pres.; P. W. Norris, vice-pres., gen. mgr.; F. C. Norris, C. A. Hughes, V. V. Biasutta, E. L. Fouse, G. W. Denison, vice-presidents; Denison Neale, dir. sales; R. H. Krepps, sales mgr.; R. C. Clouse, adv. mgr.; J. F. Booton, serv. mgr.; L. E. Bonnette, chf. engr.; G. T. Hays, pur. agt. **Det. Rep.**—A. C. Haberkorn Machinery Co., 412 New Center bldg. Office—912 S. Woodward ave., Birmingham. **Adv. Agcy.**—Griswold-Eshelman Co., Cleveland 13, O.

DeSOTO DIV., CHRYSLER CORP., 600 Wyoming ave., Detroit 31, Mich. Passenger cars. L. I. Woolson, pres. and dir.; J. B. Wagstaff, vice-pres.; F. L. Bird, opr. mgr.; A. E. Kimberly, chf. engr.; E. H. Graham, compt.; J. R. Coughlin, orgn. and product planning mgr.; S. Petok, Public Relations Director; D. W. Matzen, pur. agt.; C. G. Eschenbach, personnel mgr.; P. Herpolsheimer jr., executive assistant to vice-

(Continued on Page 214)



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Who's Who in the Auto Industry

(Continued from Page 212)

pres.; J. L. Wichert, dir. of adv. and sales prom.; E. W. Brown, dir. of distr.; R. G. O'Hara, sales prom. mgr.; R. W. Utley, dir. of serv.; C. R. Lautz, factory mgr.; R. S. Randall, production control mgr.; W. B. Shimer, chief industrial engineer; J. N. Straky, plant engr.; J. W. MacQueen, quality control mgr.

DETREX CHEMICAL INDUSTRIES, INC., 14331 Woodrow Wilson, Mail: Box 501, Detroit 32, Mich. Degreasers, ultra sonic cleaning, washers and processing equipment; solvents, cleaning compounds, dry cleaning machines; phosphate coating processes for rust proofing, paint bond and extrusion. R. A. Emmett sr., chmn. of bd.; A. O. Thalacker, pres.; C. F. Dinley sr., vice-pres., research; T. K. Haven, vice-pres.; W. McCracken, tech. dir.; E. W. Allison, secy.-treas.; R. A. Emmett jr., vice-pres.; R. Johnson, factory supt.; L. Camel, sales mgr.; Alkali-phosphate products; D. E. Willard, sales mgr. solvents; T. J. Kearney, sales mgr. ind. equip and chf. engr.; W. E. Newberry, dir. of sales; H. R. Norgren, sales mgr., dry-cleaning div.; A. W. Stoddard, dir. of sub. rel. and adv.; G. W. Walter, dir. tech. pubs.; H. Tweedy, serv. mgr.; W. I. Teho, chf. engr. of prod. dev.; W. G. Smith, pur. agt.; L. Straley, traf. mgr. **Det. Rep.**—J. P. Emmett, P. O. Box 501, Detroit 32. **Adv. Agcy.** — Gray & Kilgore, Inc., Detroit. R. Kilgore, acct. exec (dry cleaning div.)

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DETROIT GASKET & MFG. CO. — 12640 Burt rd., Detroit 23, Mich. Gaskets, auto body trim supplies, brass rods, aluminum tubing, extruded shapes of aluminum and aluminum alloys. Lloyd H. Diehl, pres. and gen. mgr.; John L. Barrett, vice-pres., dir.—metals div.; Russell A. Blanchard, vice-pres., operations—metals div.; Lloyd H. Diehl jr., vice-pres., operations —auto. div.; John J. Hartnett, vice-pres., sales, adv. and prom.—auto. div.; Walter E. Ritter, vice-pres.; Charles H. Strauss, dir. of pur.; Clifford N. Stanton, gen. mfg. mgr., auto. div. **Adv. Agcy.**—Castle-Werner, Inc., Detroit, Mich.

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DETROIT HOIST & MACHINE CO., 8233 Morrow st., Detroit 11, Mich. Cranes, traveling; hoists, electric and air; tractors, monorail and turntable. A. S. Watson, pres.; George B. Martin, R. W. Fleming, vice-pres.; T. R. Fleming, vice-pres., treas.; B. A. Hinman, secy.; V. A. Fulton, sales engr.; J. S. Kolasa, pur. agt. **Adv. Agcy.**—S. E. Schneider, Detroit, Mich.

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DETROIT MOLDED PLASTIC CORP., 6209 Hamilton ave., Detroit 2, Mich. Custom molder of auto parts. M. M. Moats, pres., gen. mgr.; B. A. Moats, vice-pres.; J. D. Ward, secy.; George Stevens, wks. mgr.; Ray R. Buckman, pur. agt.

DETROIT STAMPING CO., 350 Midland ave., Detroit 3, Mich. Medium heavy and smaller stampings, multi slide production, coined parts, pressed metal assemblies, toggle clamps, arbor spacers, packaged shim and feeler stock, washers and gear blanks. Glendon H. Roberts, pres., treas. and gen. mgr.; William H. Roberts, vice-pres., secy. and mgr. (finished products div.); Dominic J. Damm, factory mgr.; Harry C. Robeson, sales mgr. (stampings div.); Frank W. Trippensee, asst. treas. and compt. **Adv. Agcy.** — Dudgeon, Taylor and Bruske, Detroit, Mich.

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DIAMOND T. MOTOR CAR CO., 4401 W. 26th st., Chicago, Ill. Motor trucks. E. J. Bush, chmn. of bd. of dir.; Z. C. R. Hansen, pres.; R. C. Wallace, W. J. Hall, T. J. Carmody, vice-presidents; J. B. Wescott, secy.; L. O. DeCardy, treas.; W. S. Baldwin, asst. to pres.; J. L. Krickl, sales mgr.; M. Egeland, dir. of pur.; T. J. Lopatka, plant mgr.; J. L. Teach, eastern sales mgr.; R. Neuzil, per. mgr. **Adv. Agcy.** — Roche, William & Cleary, Inc., Chicago, Ill. Robert Stracke, acct. exec.

DIBBLE COLOR CO., 1497 E. Grand blvd., Detroit 11, Mich. Paint, lacquer, synthetic enamel, lacquer thinner, chassis black. J. F. Maycock, pres., gen. and sales mgr.; R. W. Lindsay, vice-pres.; E. A. Dreves, secy.; B. P. Schmitt, works mgr. and pur. agt.

DIETZ CO., R. E., 225 Wilkinson st., Syracuse 1, N. Y. Road, fog and tractor lights; clearance and marker lights; direction signals; dome lights; flares and flare kits; headlights; mirrors and mirror heads, stop and tail lights, parking lights; spotlights. John S. Dietz, sales mgr.; George L. Petrie, pur. agt. **Adv. Agcy.**—Barlow Advertising Agency, 742 James st., Syracuse 1, N. Y.

DILL MANUFACTURING CO., 700 East 82nd st., Cleveland 3, O. Tire valves, valve parts, associated items, electric tube repair vulcanizer and patches, chemical vulcanizing patches. A. P. Williamson, pres., treas.; E. F. Tobold, vice-pres.; B. S. Byall, secy., sales mgr.; C. A. Schlieker, supt.; H. W. Baker, asst. sales mgr.; L. S. Petrovich, adv. mgr.; R. Boyer, chf. engr.; C. W. Bonfield, pur. agt., traf. mgr. **Adv. Agcy.** — McDaniel-Fisher-Spelman, Akron, O. A. C. Fisher, acct. exec.

DILLON ELECTRIC CO., 1712 11th st., N. E., Canton 5, O. Man cooling fans. Chas. A. Dillon, pres., gen. mgr.; A. F. Kring, vice-pres., secy.; W. W. Hoenecke, treas.

DINSMORE INSTRUMENT CO., Box 595, Flint 1, Mich. Auto, marine, aviation, magnetic, coat and special compasses. R. C. Dinsmore, pres. **Adv. Agcy.**—Rolfe C. Spinning, 5057 Woodward ave., Detroit 2. Bill Spinning, acct. exec.

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DITZLER COLOR DIV., Pittsburgh Plate Glass Co., 8000 W. Chicago ave., Detroit 4, Mich. Lacquers, enamels, undercoatings, thinners, etc. J. F. Green, gen. mgr.; B. J. Smith, asst. to gen. mgr.; E. D. Krees, mgr. auto sales; E. H. Heaton, mgr. sales serv.; Geo. B. Andersen, mgr. auto refinish sales; L. S. McNally, mgr. fleet sales; H. Redshaw, tech. dir.; Neil W. Vogt, sales prom. mgr.; Robt. Clements, serv. mgr. auto. ref. sales; W. H. Welsh, pur. agt.; J. H. LaFrance, traf. and whse. mgr. **Adv. Agcy.**—Maxon, Inc., Detroit, Mich. P. A. Revelt, acct. exec.

DIVCO WAYNE CORP., Divco Truck Div., 22000 Hoover rd., Detroit 5, Mich. Door-to-door delivery vehicles. Frank R. Fageol, chmn. of bd.; G. E. Muma, pres. and gen. mgr.; Roy H. Sjoberg, vice-pres., dir. of sales; John E. Dee, sales mgr.; James H. Spencer, secy.; Robt. Robillard, treas.; H. V. Hedeen, vice-pres. in chge. of mfg.; Frank J. Messing jr., vice-pres. in chge. of serv.; Ray Chapman, chief engr.; C. R. Tetzlaff, dir. of pur.; R. K. MacDonald, pur. agt.; Harold C. Ellis, traf. mgr. **Adv. Agcy.**—The Altman Co., Inc., Detroit, Mich.

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DIXON CRUCIBLE CO., JOSEPH, 167 Wayne st., Jersey City 3, N. J. Lubricating graphite, graphitted grease, lube and penetrating oil. F. G. Atkinson, pres. J. P. Templeton, secy.; Warren Zimmer, vice-pres. of prod.; H. E. Ehlers, vice-pres.; R. C. Brock, gen. sales mgr.; C. R. Tighe, ind. adv. mgr.; H. Goecker, pur. agt.; F. Jones, traf. mgr.; H. B. Van Dorn, vice-pres. and pub. rel. mgr. **Det. Rep.**—R. H. Helge, 1942 Graefield rd., Birmingham, Mich. **Adv. Agcy.** —O. S. Tyson, New York, N. Y.

DOAN MFG. CORP., 1761 London rd., Cleveland 12. Floor mats, motor mounts, pedal pads, splash guards, bushings and grommets. I. A. Kravitz, pres.; T. C. Kravitz, vice-pres.; A. E. Kravitz, treas.; W. S. Lepene, sales mgr.; Albert Herschman, adv. mgr., sales prom. mgr.; S. Pleskoff, traf. mgr. **Det. Rep.**—Grantello Sales Co., 805 N. Pemberton rd., Bloomfield hills, Mich. **Adv. Agcy.**—Gabriel Advertising Agency, Cleveland.

DOBECKMUN CO., THE, 3301 Monroe ave., Cleveland, O. Non-tarnishing metallic yarns. Thomas F. Dolan, pres.; Wm. D. Sweeny, vice-pres.; Ennis P. Whitley, vice-pres. of sales; Lynn Given, fashion coordinator; Heber A. Allen, sales mgr.; A. S. Gould, sales mgr.; Thomas Shem, adv. mgr. **Det Rep.**—J. M. Hannan, 2970 West Grand blvd. (402). **Adv. Agcy.**—Anderson & Cairns, Inc., New York, N. Y. Mrs. Julia Morse, acct. exec.

DOBIE CO., THE. Plants: 1312 Ontario, Cleveland, O.; 421 So. Monroe st., Monroe, Mich. Dealer sales and service promotion programs, car owner follow-up systems, direct mail advertising, record forms and stationery, point-of-purchase displays, auto merchandising systems. George N. Dobie, gen. mgr., Cleveland; Edward R. Dobie, gen. mgr., Monroe; Chester Brown, Southern Ohio rep.; James Neuhart, Northeastern Ohio rep.; Owen Griffin, prod. mgr., Monroe; J. F. Fuqua, Detroit district serv. mgr. **Det. Rep.** — The Dobie Co., 7410 Woodward ave.

DOCKSON CORP., 3839 Wabash ave., Detroit 8, Mich. Oxy-acetylene welding equipment, head and eye protection. H. E. Piggott, pres., gen. mgr.; J. F. McDevitt, treas.; R. J. Nelson, wks. mgr.; C. W. Piggott, vice-pres., pur. agt. **Det. Rep.**—Howard Williams. **Adv. Agcy.**—F. B. Hubert Co., Detroit, Mich.

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DOEHLER-JARVIS, Div. of National Lead Co., Smead ave., Toledo 1, O. Die castings. F. J. Koegler, gen. mgr.; E. R. Zabriskie, gen. sales mgr.; F. W. Burgie, asst. sales mgr.; H. G. Meyer, Division Sales Administrator; A. F. Bauer, chief engr.; E. F. Brissie, pub. rel. mgr.; R. L. Peterson, sales engr., Grand Rapids plant; S. Taylor, sales engr., Grand Rapids plant; C. E. Claus, sales mgr., Grand Rapids plant. **Det. Rep.**—J. Ruffin. **Adv. Agcy.**—Marschalk and Pratt, New York.

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DONOVAN SALES CO., 16179 Hamilton, Detroit 3, Mich. Novelty and premium sales agency dealing with automotive sales agencies. Develop and merchandise announcement programs. Harry A. Donovan, pres.

DO-RAY LAMP CO., INC., 1458-68 S. Michigan ave., Chicago 5, Ill. Stop, backup, fog, dome, tractor, clearance and marker lights, emergency lamps, directional signals, oil and electric flares, reflex reflectors, truck mirrors, S. M. Dover, pres., treas.; H. R. Dover, vice-pres., sales mgr.; D. J. Dover, asst. treas.; M. Levenberg, secy. and traf. mgr.; C. Kruger, pur. agt.; Roy W. Johnson, chief engr. **Det. Rep.**—H. D. Weiss, 2457 Woodward ave. **Adv. Agcy.** — Garfield-Linn & Co., Chicago.

DORMAN PRODUCTS, INC., 1004 Sycamore st., Cincinnati 2, O. Clutch parts, expansion plugs, studs, springs, cap screws, nuts, bolts, washers. Jack R. Dorman, pres., treas.; Lee Dorman, vice-pres., adv. mgr.; O. H. Coffman, secy., sales mgr.

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DOUGLAS MFG. DIV. KINGSTON PRODUCTS CORP., Bronson, Mich. Automotive electrical parts; switches and sockets; junction blocks; wire terminals; turn signals, ignition, headlight and foot switches; special electrical parts for original equipment. J. Paul Johnson, pres.; W. C. Whorley, exec. vice-pres.; L. W. Penniman, vice-pres.; N. B. Higbie, gen. mgr.; T. W. Drury, sales adv. and sales prom. mgr.; Nelson Weber, chf. engr.

DOUGLASS MUFFLER MFG. CO., 5636 E. Shull, Bell Gardens, Calif. Balanced exhaust systems, dual muffler sets, steel packed mufflers, fiberglass mufflers. Howard W. Douglass jr., pres.; Ruth A. Douglass, treas.; Rollin C. Mack, sales mgr.; Ralph Blomquist, traf. mgr. **Det. Rep.**—Tom Coughtrie, 5637 Summit st., Sylvania, O.

DOW CHEMICAL CO., Midland, Mich. Magnesium products. Dr. L. I. Doan, pres.; Dr. M. E. Putnam, vice-pres.; C. C. Campbell, vice-pres., secy.; Dr. I. D. Hanawalt, vice-pres., gen. mgr.; W. S. Loose, sales mgr.; W. R. Caple, asst. sales mgr.; M. J. Hooker, adv. mgr.; D. R. Stark, Clayton Dickey, pub. rel. mgr. **Det. Rep.**—W. J. Truettner, Fisher bldg. **Adv. Agcy.**—MacManus, John & Adams, Bloomfield Hills, Mich. William Bachman, acct. exec.

DOW CORNING CORP., Midland, Mich. Silicone rubber (silastic), adhesives, compounds, defoamers, dielectrics, fluids, foam resins, greases, fiber finishes for leather and textiles, mold release agents; molding compounds, polishing agents, resins, varnishes and water repellents; organosilicon chemicals. Dr. W. R. Collings, pres.; Dr. S. L. Bass, vice-pres.; O. D. Blessing, vice-pres., sales mgr.; Dr. E. C. Britton, secy.; C. D. LaFollette, treas.; H. N. Fenn, prod. mgr.; Dr. M. J. Hunter, research dir.; R. S. Argyle, adv. mgr.; R. W. Caldwell, chief engr.; D. R. Coultrip, mgr. pur.; F. Cleverdon, traf. mgr. **Adv. Agcy.** — Anderson and Cairns, Inc., East 59th st., New York City (fiber finishes). Church and Guisewite Adv., Inc., McDonald st., Midland, Mich. (Sight Savers), silicones for industry.

DOW FURNACE CO., 12045 Woodbine ave., Detroit 39, Mich. Manufacturers of mechanized batch type controlled atmosphere heat treating furnaces, tempering furnaces and wash machines. D. B. Hofmann, treas.; L. Cosner, pres. and gen. mgr.; D. L. Wertz, vice-pres., sales; F. E. Harris, vice-pres. engrg.; J. J. Marshall, secy.; E. J. Balluff, asst. secy.; James N. Erie jr., sales mgr.; H. G. Wille, serv. and installation mgr. **Adv. Agcy.**—F. B. Hubert Advertising Counselors, Detroit 11, Mich. F. B. Hubert, acct. exec.

DOYLE VACUUM CLEANER CO., 225 Stevens st., S. W., Grand Rapids 2, Mich. Automotive vacuum cleaners. Dewey I. Doyle sr., pres.; Dewey I. Doyle jr., vice-pres., gen. sales mgr.; Walter B. Fitzgerald, field sales mgr.; Gordon H. Platts, sales prom. mgr.; B. I. Braunschneider, pur. agt. **Adv. Agcy.** —Jaqua Co., Grand Rapids, Mich. G. D. Richter, acct. exec.

DRAW-TITE CO., 14857 Martinsville, Belleville, Mich. Custom built trailer hitches, cam tension trailer couplers. Wm. A. Whichello, pres., gen. mgr.; Harlan Whichello, works mgr.; R. E. Bohner, sales mgr. **Adv. Agcy.** — St. Claire, Detroit, Mich.

DREW & CO., INC., E. F., 15 E. 26th st., New York 10. Cooling system cleanser, cooling system stop leak, rust inhibitor and water pump lubricant, liquid and powder car washing compounds, grease removers for soak tank or spray washing, internal and external engine cleaners and decarbonizers, hydraulic brake fluids, rubber lubricants, steam cleaning compounds, floor cleaners, alkaline soak tank cleaners, paint strippers, paint spray booth compounds, electrolytic cleaners. Ernest F. Drew, pres.; Robert Dadd, treas.; John Haugen, asst. treas.; S. J. Loewenstein, secy.; P. Mahocchio, prod. mgr.; S. H. Fellows, pur. agt.; W. S. Devine, traf. mgr.; A. A. Pariser, sales mgr. **Det. Rep.**—A. M. Grant, Hotel Tuller, Detroit.

(Continued on Page 216)

potential buyer

circa 1986

Right now this youngster is contented with his rattle and soap dish for playthings. Later on, his needs for the more material things of life will multiply many times. By 1986 he will have begun flexing his own personal purchasing power . . . which may be little or great. That depends on what happens to him during the intervening years. One thing is certain: When this young man is able to buy, R. L. Polk & Co. will know it. Even more important . . .

We'll have his name, wife's name, address, where he works, job title, home ownership, make and year model of car(s) owned . . . and other data vitally important to the advertiser, the marketer, the seller of products and services.

Over the years hundreds of firms have found their sales efforts more productive, more profitable through Polk services of one kind or another, as described below . . .

Bank Directory Division . . . publishes twice yearly Polk's Bank Directory, a 3,000-page listing of banks throughout the world, their officers, directors and statements. Also listed are investment brokers, life insurance companies and other financial data.

In addition, the Division publishes Polk's Chemical and Oil Directory, a 336-page listing of 2,097 manufacturers in these two important fields, plus their plant locations, products and key personnel.

Motor Statistical Division . . . tabulates and reports monthly all new car and truck registrations for every town, county and state. Official statistician for the automobile industry since 1922.

Motor List Division . . . compiles an annual inventory of car ownership in the U.S. from official state license records. The motor list provides names and addresses of all car and truck owners and the makes and year models they own.

City Directory Division . . . publishes regularly almost 800 City Directories covering more than 3,500 urban and suburban communities. Last year, 30 million Americans stood face-to-face with Polk canvassers to provide information that makes these directories possible.

Direct Mail Division . . . publishes and circulates Direct Mail Advertising for many of the nation's leading advertisers and their agencies. With six production plants having a combined capacity of nearly 3,000,000 individual and personalized advertisements per day, this is *the world's largest direct mail operation.*

Additional services of this Division include sampling, couponing, occupant mailing, contest judging and administration, premium redemption, storage and shipping of literature and complete Market Research facilities. Plus as much creative assistance and/or counsel as you or your client desire.

The largest non-governmental fact-finding organization in the world, R. L. Polk & Co. has specific information on more than 50 million persons . . .

If you are marketing, selling, advertising — you can use this information to more effectively reach your best markets.

R·L·POLK & CO.

publishers

431 Howard Street • Detroit 31, Michigan

Who's Who in the Auto Industry

(Continued from Page 214)

DRI-RITE CO., THE, 100 W. Chicago ave., Chicago 10, Ill. Water, oil and grease absorbents. Wm. H. Kane, pres.; I. A. Kane, vice-pres.; Theodore N. Perry, secy.

DRUGE BROTHERS MANUFACTURING CO., 888 92nd ave., Oakland 3, Calif. Air gauges, radiator fillers, blow guns, brake fluid pumps, quick couplers, hand gauges. Dan O. Druge, pres.; Scott D. Kellogg, Tally Mastrangelo, vice-presidents; H. W. Kirkland, asst. secy.

DRY CLIME LAMP CORP., Greensburg, Ind. Infrared paint baking equipment. M. N. Kanouse, pres.; L. E. Kanouse, vice-pres. **Adv. Agcy.**—Tevie Jacobs Advertising. Morris Plan bldg., Indianapolis

DRYDEN RUBBER DIV., Sheller Mfg. Corp., 1014 S. Kildare ave., Chicago 24, Ill. Molded and extruded mechanical goods, sponge rubber goods, rubber and metal adhesion goods, hard rubber goods, molded and extruded plastic goods, dipped rubber and plastic Polyurethane foam goods. O. G. Vinnedge, vice-pres., gen. mgr.; M. J. Katis, Chicago, sales mgr.; P. E. Young, chief engr.; J. Groot, pur. agt. **Det. Rep.** — H. C. Sommer, sales mgr.; H. P. Bemis, D. F. Canham and A. C. Spierling, 8-158 General Motors bldg.

DU MONT LABORATORIES, ALLEN B., INC., 760 Bloomfield ave., Clifton, N. J. Du Mont enginscope and accessories. D. T. Schultz, pres.; Neil Uptegrove, adv. and sales prom. mgr.; J. G. Haberkost, asst.; F. W. Scharpwinkel, serv. mgr.; A. J. Talamini, chf. engr.; C. P. Martin, pur. agt.; E. E. Ecklund, auto. sales mgr.; A. Katz, traffic mgr.; B. Bowker, pub. rel. mgr.

DUNLOP TIRE & RUBBER CORP., Buffalo 5, N. Y. Tires and tubes for automobiles, buses, trucks, farm vehicles and aircraft batteries, latex foam products. G. H. Crawford, pres.; L. D. Hartford sr., vice-pres., chge. merch.; R. C. V. Mackenzie, vice-pres., chge. sales oper.; H. E. Elden sr., vice-pres., mfg. research and dev.; Vincent Richards, vice-pres., spts. div.; E. D. Buckley, mgr. of pur.; D. G. Wager, comptr.; J. F. McCann, secy.; R. Burgoyne, vice-pres., mfg.; H. F. McCarthy, Foam Rubber Div., sales mgr.; L. Hill, sales mgr. (tires); F. T. Windsor, mgr. Petroleum Marketer sales; R. H. Williams, mgr. Aviation div.; R. E. Kinnen, mgr., adv. and sales prom.; C. S. McChesney, chief engr.; U. C. Fischer, traf. mgr. **Adv. Agcy.**—Comstock & Co., 651 Delaware ave., Buffalo, N. Y.

DUNN, PAUL A. (Dunn Drive Controls), 2227 Elmwood ave., Buffalo 17, N. Y. Driving aids for the handicapped (all cars), throttle controls, hand controls, combination hand and foot controls, hand brakes, thruway throttles, dual controls, dimmer extensions. Paul A. Dunn, pres.; Paul Dunn III, vice-pres.; Marion Dunn, secy.; Linda Dunn, treas.; Victor Dunn, gen. mgr.; Bob Powell, works mgr.; Dr. Don Bullock, sales mgr.; John Spaehala, asst. sales mgr.; Paul A. Dunn jr., adv. mgr., chf. engr.; John Dunn, sales prom. mgr.; Robert Hartnet, pub. rel. mgr. **Det. Rep.**—Hi Dawson, 18000 Livernois ave., Detroit, Mich. **Adv. Agcy.** — J. Weisbeck, Williamsville, N. Y.

DUPLI-COLOR PRODUCTS CO., INC., 2440 S. Michigan ave., Chicago 16, Ill. Automotive and household touch-up, Dupli-Color pigmented car polish, Dupli-Color touch-up spray gun, spark plug compressor and tire pump, krome-fix, carfix, scratchmaster magic brush touch-up, Dupli-Color spray enamel. Sigmund E. Edelstone, pres.; W. V. Dunlop, exec. vice-pres. and gen. sales mgr. **Det. Rep.**—Grantello Sales Co., 18501 Detroit ave., Cleveland, O. **Adv. Agcy.**—Robert Race, Associates, Chicago, Ill.

DU PONT CO., INC., G. B., 5081 Deinmore rd., Birmingham, Mich. Self tapping screws, sheet metal screws, bolts, special cold headed products; Clevis, dowel and hinge pins; bumper bolts, rivets, studs and metal stampings. George B. Dupont, pres., gen. mgr.; Alfred Fosmoen, vice-pres.; Richard Reynolds, secy.; Ward R. Bildson, treas., pur. agt.; W. R. Bildson, sales mgr.; Chas. A. Williams, traf. mgr. **Det. Rep.**—C. H. Mercill.

DU PONT DE NEMOURS & CO. (INC.), E. I. Fabrics div., 10th and market sts., Wilmington 98, Del. "Fabrilite" supported vinyl upholstery, duPont industrial coated fabrics. G. T. Vaala, dir. of sales; Frank R. Price, adv. and sales prom. mgr.; Norman A. Lynn, asst. **Det. Rep.**—John W. Richardson, Room 5-238 General Motors bldg., Detroit, Mich. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, 383 Madison ave., New York 17, N. Y. Richard R. Swyers, acct. exec.

DU PONT DE NEMOURS & CO., E. I., INC., Finishes Div., Wilmington 98, Del. Lacquers, enamels, a complete line of finishes for use by automotive manufacturers and refinishers. Crawford H. Greenewalt, pres.; E. S. Nickerson, gen mgr. fabrics and finishes dept.; J. B. Dietz, dir. of sales (finishes div.); G. H. Berlin, sales mgr. (refinish sales); L. M. Davis, adv. and prom. mgr. **Det. Rep.**—R. C. Williams (sales mgr. Auto Mfrs. Sales), General Motors bldg., Detroit 2, Mich. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, Inc., 383 Madison ave., New York 17, N. Y. R. R. Swyers, acct. exec.

DUPONT DE NEMOURS & CO., E. I., INC., Polychemicals Dept., Wilmington 98, Del. Plants at Arlington, N. J.; Washington, W. Va.; Belle, W. Va.; Victoria, Tex., and Orange, Tex. "Lucite" acrylic resin, "Zytel" nylon resin, "Alathon" polyethylene resin, "Teflon" tetra-flourethylene resin, "Butacite" polyvinyl butyral, resin safety-glass interlayer, "Zerone" and "Zerex" antifreeze. R. L. Hershey, gen. mgr.; R. C. Weigel, dir. sales; J. C. Sack, mgr. sales prom. E. S. Latimore, adv. mgr.; **Det. Rep.** — E. F. Widlund, 13000 W. 7 Mile rd., Detroit 35, Mich. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, Inc., 383 Madison ave., New York 17, N. Y. Herbert B. West, acct. exec.

DURA-BOND, INC., 1355 N. Main st., Ann Arbor, Mich. Custom and volume brake shoe bonding for brake lining manufacturers, adhesives, "Shoe-Prep" and equipment. Robert Langford, pres.; Paul Mitchell, asst. mgr.

DURACLEAN CO., Duraclean bldg., Deerfield, Ill. Auto upholstery cleaning equipment and supplies. I. H. Marshall jr., pres.; R. R. Roberts, adv. mgr.; R. E. Ferrel, serv. mgr.; G. Mauk, pub. rel. dir.; L. J. Gultch, new dealer dir.; L. N. Nysted, chem. dir. **Adv. Agcy**—Western Adv. Agency, Racine, Wis.

DURAVAN DIV., Universal Sales Inc., Delaware, O. All-steel bodies, house-to-house and parcel delivery for Dodge chassis. G. W. Way, pres.; J. D. Burke, vice-pres., sales mgr.; Harry Hume, secy. and treas. **Adv. Agcy.** — Howard Swink Advertising Agency, Inc., Marion, O. Paul Kohler, acct. exec.

DUREZ PLASTICS DIV., Hooker Electrochemical Co., 1935 Walck rd., North Tonawanda, N. Y. Phenolic molding compounds and resins and HetronR polyester resin (fire-retardant classification). A. W. Hamner jr., vice-pres. in chge. of sales; Walter H. Prahl, research and dev.; Robert E. Dodd, sales mgr., resins; Frank C. Rowley, sales mgr., molding compounds; Charles Y. Cain, sales mgr., Hetron polyester resins; Clark R. Simmons, adv. mgr. (Niagara Falls, N. Y.); Peter N. Maclaren, pur. agt. (Niagara Falls, N. Y.); Max Rein, traf. mgr. **Det. Rep.**—H. C. Shelton, molding compounds; K. J. Fuoco, resins; J. P. Edwards (North Tonawanda) Hetron polyester resins; 503 Stephenson bldg., Detroit 2. **Adv. Agcy.**—Comstock & Co., Buffalo, N. Y. John B. Morton, acct. exec.; Charles L. Rumrill & Co., Rochester, N. Y., James S. Warren, acct. exec.

DURKEE-ATWOOD CO., 215 N. E. 7th st., Minneapolis 13, Minn. Fan, FHP and industrial belts, radiator hose, sponge rubber stripping, molded auto door and trunk gasket, inner tubes, frost shields, automotive chemicals, friction and rubber tape. H. C. Atwood, chmn. of bd.; E. P. Atwood, pres.; A. J. Traun, vice-pres. and mgr. of special sales; C. F. Walz, vice-pres. and chief engr.; R. M. Spilman, vice-pres. and mgr. ind. sales; D. F. Pratt, legal counsel; D. F. McConnon, secy.; R. W. Atwood, mgr. jobber sales; K. Van Auken, treas., traf. mgr.; W. K. Freed, pur. agt.; G. C. Brown, chief chemist. **Det. Rep.**—W. F. De Longe, 14225 Schaefer rd., Detroit, Mich. **Adv. Agcy.**—Walker Advertising, Minneapolis, Minn. Harold Walker, acct. exec.

DURO METAL PRODUCTS CO., 2649 N. Kildare ave., Chicago 39, Ill. Mechanics' hand tools. W. H. Odlum, pres.; Martin Tveter, vice-pres. and gen. mgr.; S. Bishop, wks. mgr.; R. E. Behlen, sales mgr.; Ray Holt, chief engr.; W. Witonski, pur. agt **Det. Rep.** — H. Kitchen, Richmond, Ind. **Adv. Agcy.** — Irving J. Rosenblum, Chicago, Ill. Irving J. Rosenblum acct. exec.

E

EAGLE-OTTAWA LEATHER CO., Grand Haven, Mich. Upholstering leather. Julian B. Hatton, jr., pres. and gen. mgr.; E. K. Ellis, sales mgr.; Milton E. Burr, asst. sales; E. O. Harbeck, secy., pur. agt.; Charles Mulder, traf. mgr. **Det. Rep.**—Eagle-Ottawa Leather Co., 1220 S. Woodward ave., Royal Oak, Mich. F. G. H. Sherman, mgr.

EAGLE-PICHER CO., THE, American bldg., Cincinnati 1, O. Compounds; floor degreasing and cleaning; molded and extruded rubber products (Ohio Rubber div.); fiber glass (sheet, strip, etc.); plastic fabricators and finishers; plastic high pressure laminators; plastic, polyester (resin); silicones. T. Spencer Shore, pres.; Wm. R. Dice, vice-pres.; Richard Servizs, secy.; Carl A. Geist, treas.; E. L. Gouedy, adv. mgr.; W. F. McCarthy, asst.; Earl Cannon, pur. agt.; A. L. Kreamelmeyer, traf. mgr. **Adv. Agcy.**—Ralph H. Jones Co., Cincinnati, O. R. M. Geis, acct. exec.

EASTMAN CHEMICAL PRODUCTS, INC., Kingsport, Tenn. Tenite Acetate plastic, Butyrate plastic and Polyethylene plastic for injection molding and extrusion. James C. White, chm. bd.; William S. Vaughn, pres.; M. K. Robinson, secy.; R. L. White, treas.; S. E. Palmer, vice-pres. (plastics); D. C. Williams, sales mgr.; Dennis C. Guthrie, adv. mgr. **Det. Rep.** — John G. Slater, Eastman Chemical Products, Inc. 904-5 Stephenson bldg., Detroit 2. **Adv. Agcy.** — Fred Wittner Advertising, New York, N. Y. Charles Kopf, acct. exec.

EASY GLITTER WAX CO., 2616 Tamarind ave., West Palm Beach, Fla. Car wax, wash, cleaner and leather conditioner. Hal Fulenwider jr., pres., adv. mgr. and pub. rel. mgr.; J. D. Koonce, vice-pres., sales mgr.; Vera Rupp, secy.; Marion K. Fulenwider, vice-pres. and treas.; Joseph P. Trupia, gen. mgr.; Fred Reed, works mgr.; William B. Smith, asst. sales mgr.; Steve W. Hicks, sales serv. mgr.; **Adv. Agcy.** — Palm Beach Advertising Co., Palm Beach, Fla. Hal Fulenwider jr., acct. exec.

EATON MANUFACTURING CO., 739 E. 140th st., Cleveland 10, O. General office personnel; John C. Virden, pres., chmn. of bd.; R. H. Daisley, vice-pres., administrative; F. H. Mott, vice-pres., administrative (Detroit); Herbert S. Ide jr., vice-pres., administrative and treas.; M. P. Winther, vice-pres., engrg.; R. E. Fisher, vice-pres., sales; Logan Monroe, vice-pres., contr.; Paul E. Minsel, vice-pres., ind. rel.; Raymond G. Hengst, secy. and gen. counsel; H. A. Williams, dir. of pur.; R. H. Gale, dir. of adv. **Adv. Agcy.**—Erwin & Wasey & Co., Inc., New York (nat.). A. H. Laurence, acct. exec.; Clark & Bobertz, Inc., Detroit (trade paper), L. A. Clark, acct. exec.; J. H. Maish Co., Marion, O. (Reliance div.), Gordon Bruun, acct. exec.

Aircraft Div., Battle Creek, Mich.: Jet engine blades. J. F. Romans, gen. mgr.; H. M. Reigner, sales mgr.; J. C. Sprague, product engrg. mgr.; R. G. Stevens, plant pur. agt.

Axle div., Cleveland, O.: Truck axles—steering front; rear-single and double reduction, 2-speed and tandem; electric, vacuum and air shift controls. R. C. Ochs, mgr.; Stewart Walls, factory mgr.; H. D. Mixer, sales mgr.; B. M. Burns, serv. mgr.; J. R. Bartholomew, chief engr.; O. O. McKibben, plant pur. agt. **Det. Rep.** — W. M. Kelly, R. K. Nelson, 18001 James Couzens hwy., Detroit 35, Mich.

Dynamatic div., Kenosha, Wis.: Adjustospede drives, liquid-cooled couplings, air-cooled couplings, dynamometers, liquid-cooled brakes, air-cooled brakes, press drives. F. L. Hopf, gen. mgr.; E. H. Fredrick, asst. gen. mgr.; James A. Adair, sales mgr.; H. P. Lundskow, dir. of engrg.; W. F. King, chief engr.; B. J. Ketchum, plant pur. agt.

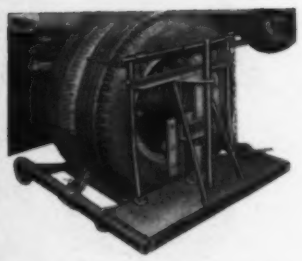
(Continued on Page 217)

EVERY EXTRA MINUTE OF SERVICE TIME PER JOB IS COSTING YOU MONEY!

SAVE TIME-BOOST PROFITS

WITH K. R. WILSON AUTOMOTIVE SERVICE TOOLS AND EQUIPMENT

Talent — in the form of skilled, experienced mechanics — is basic to a successful service department operation. But it's *time* that holds the key to your profit percentage. Decrease time per job and profit increases. That's why K. R. Wilson automotive tools and equipment belong in your service department. All are designed and built to get service work done faster, easier. All are proven time savers . . . proven profit boosters! Get the facts on K. R. Wilson's full line of service tools and equipment. Write or wire today.

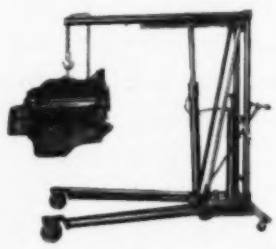


K.R.W. TRUCK WHEEL "DOLLIE" No. 1008

Makes the removal and replacement of dual wheels an easy one-man operation, without any danger of axle damage. Features a built-in jack for raising and lowering, special clamps to hold wheels on the "Dollie" as they are removed, and an adjustable chain to fit all wheels.

K.R.W. ADJUSTABLE HYDRAULIC CRANE No. 1010

Sturdily built crane features directional steering, adjustable boom to control length of reach and leverage of hydraulic cycle. Lifts to 9 feet. Provides positive locking of hydraulic circuit and complete control of lowering speed, regardless of weight, 6" composition wheels for easy movement. Rigid frame construction.

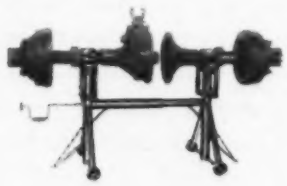


GEARED HEAD, ALL POSITION MOTOR STAND, No. 835-WG

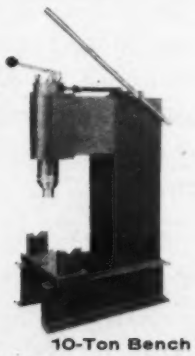
Wilson's portable engine overhaul stand with Geared Head handles car and truck engines up to 900 lbs. with amazing ease. Rotates engine 360 degrees in either direction. Locks in any position. Turns off-center loads easily. Drip pan extra. Adapter arms are available to fit every Ford engine. Geared Head Stand (No. 835-W) for floor mounting also available.

K.R.W. IMPROVED FRONT AND REAR AXLE "DOLLIE" No. 50-AX

Grips heavy axles with the power of a huge vise. Clamping jaws can be easily adjusted to fit the smallest to largest axle where maximum holding power is obtained. Permits separating of the rear axle halves so that they can be swung to desired working position. Safety brackets prevent tipping when load is out of balance.



25-Ton Press 37-R



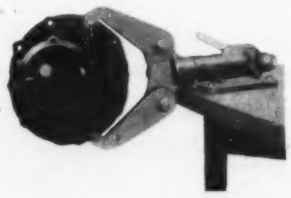
10-Ton Bench Arbor Press 137-BH

HYDRAULIC PRESSES

Specially built for service repair shop use. Designed to speedily and accurately accomplish such jobs as pressing bearings and bushings on and off assemblies.

UNIVERSAL BENCH HOLDER, No. 4201-N-BAC

Servicing heads, differentials and transmissions is fast and easy with Wilson's Universal Bench Holder. It rotates 360 degrees; locks in any one of four positions; holds any assembly weighing up to 500 lbs.



KRW

AUTOMOTIVE PRODUCTS DIVISION

K·R·WILSON·Inc.

ARCADE, NEW YORK, U.S.A.

Who's Who in the Auto Industry

(Continued from Page 216)

Foundry div., Vassar, Mich.: Permanent-mold gray iron castings. P. W. Olson, gen. mgr.; E. V. Neeh, sales mgr. (Detroit); H. U. McClelland, chief engr.; W. R. Peterhans, plant pur. agt.

Heater div. Cleveland, O.: Automobile and truck heaters and defroster units, automotive air conditioning units; magnetic clutch for automotive air conditioning. W. A. Mattie, gen. mgr.; R. F. Gamundi, asst. to the gen. mgr.; H. Charles Simons, sales mgr.; E. W. Forster, plant pur. agt.

Marion Forge div., Marion, O. Automotive forgings. Thomas A Moretti, acting plant mgr.; R. E. Pierce, chief engr.; C. D. Barnes, plant pur. agt.

Powdered Metals div., Coldwater, Mich. Powdered metal parts, cutting tools. R. L. Pettibone, gen. mgr.; A. Landon Tausend, plant pur. agt.

Pump div., Marshall, Mich.; Rotary pumps. W. R. Eames, gen. mgr.; R. H. Berge, plant mgr.; C. R. Palmer, plant pur. agt.; R. L. Harkonen, administrative engr. (Detroit); L. A. Selin, sales mgr. (Detroit).

Reliance div., Massillon, O.: Spring lockwashers, Springtites, snap rings, Keps, cold-drawn steel wire, thread-cutting screws, hose clamps. E. D. Cowlin, gen. mgr.; C. A. Sellen, asst. gen. mgr.; R. B. Little, sales mgr.; C. O. Gainey, plant pur. agt.; **Det. Rep.**—L. E. Brown, 18451 Jas. Couzens Hwy., Detroit 35, Mich.

Saginaw div., Saginaw, Mich.: Hydraulic valve lifters, tappets, valve seat inserts. H. F. Russell, gen. mgr.; M. D. Archangeli, asst. gen. mgr. (Detroit); J. S. Kerr, sales mgr. (Detroit); H. V. Ayres, chief engr. (Detroit); L. A. Jahn, plant engr.; V. L. Larsen, plant pur. agt.

Spring div., Detroit, Mich.: Chassis leaf springs, coil springs (hot coiled & cold formed). F. I. Goodrich, gen. mgr.; H. H. Clark, asst. gen. mgr., coil springs; M. C. Turkish, chief engr., coil springs; E. H. Lindeman, asst. gen. mgr., leaf springs; George L. Radamaker, chief engr., leaf springs; L. A. Kruger, plant pur. agt.

Stamping div., Cleveland, O. Gas tank caps and necks, pressure radiator and hub caps, bumper guards, grills and chrome trim parts. E. M. deWindt, gen. mgr.; A. D. Schultz, chief engr.; W. G. Smith, plant pur. agt. **Det. Rep.**—D. R. Burton, sales mgr., 18001 James Couzens hwy., Detroit 35, Mich.

Valve div., Battle Creek, Lawton, Mich.: Sodium-cooled and engine poppet valves, Free valves. H. I. Dyer, gen. mgr.; J. R. Stearns, sales mgr. (Detroit); V. C. Young, chief engr. (Detroit); J. B. Smith, plant pur. agt.

Central Research div., South Euclid, O.: A. S. Gill, jr., mgr.; Wm. Park, plant pur. agt.

Detroit Research Laboratory, Detroit, Mich. Sydney Oldberg, dir. of automotive res.

Eaton Automotive Products, Ltd., London, Ont., Canada: Engine valve tappets, spring lockwashers, springtites, sems, screw and washer assemblies, automotive heating-ventilating systems. L. R. McCallum, vice-pres., sales; W. A. Paterson, vice-pres. and gen. mgr.; L. R. McCallum, vice-pres., sales; C. W. Cornwall, plant pur. agt.

Fredric Flader div., North Tonawanda, N. Y., Toledo, Ohio. Research and development in gas turbine, air and gas compressor and expander fields; manufacturer of aircraft instruments, controls and electronic devices. Fredric Flader, gen. mgr.; Fred Sarginson, chief engr.; W. J. Shurgot, plant pur. agt.

Spring Perch Co., Inc., Lackawanna, N. Y.: Motor truck leaf springs, automobile chassis springs, spring steel stampings. J. E. Fawcett, resident manager; C. W. Bartlett, chief engr.; E. C. Ehlers, plant pur. agt.

Automotive Gear div., Richmond, Ind. Gears, gear assemblies, splined shafts. G. W. Frame, gen. mgr.; Harold B. Tappen, chief engr.; Lester M. Wright, mgr., sales engr.; Carl Lohmann, pur. agt.

ECHLIN MFG. CO., 220 East St., New Haven 5, Conn. Automotive electrical parts. J. E. Echlin, pres., gen. mgr.; E. J. Sambrook, vice-pres., wks. mgr.; Margaret Sundgaard, secy.; H. M. Leonard, treas.; C. E. Lillie, sales prom. mgr.; A. E. Moeller, asst. sales mgr.; A. H. Brereton, pur. agt. **Det. Rep.** — A. T. Thorn, 14885 Kentfield ave. **Adv. Agcy.** Humbert & Jones, New York, N. Y.

ECONOMY ELECTRIC LANTERN CO., INC., 810 N. 6th ave., Sturgeon Bay, Wis. Flashing lantern, twin beam lantern, sealed beam lantern (all dry cell operated). Wiley P. Montgomery, pres.; R. A. Westrum, pur. agt. **Adv. Agcy.** — John B. Morrissey Co., Chicago, Ill. John B. Morrissey, acct. exec.

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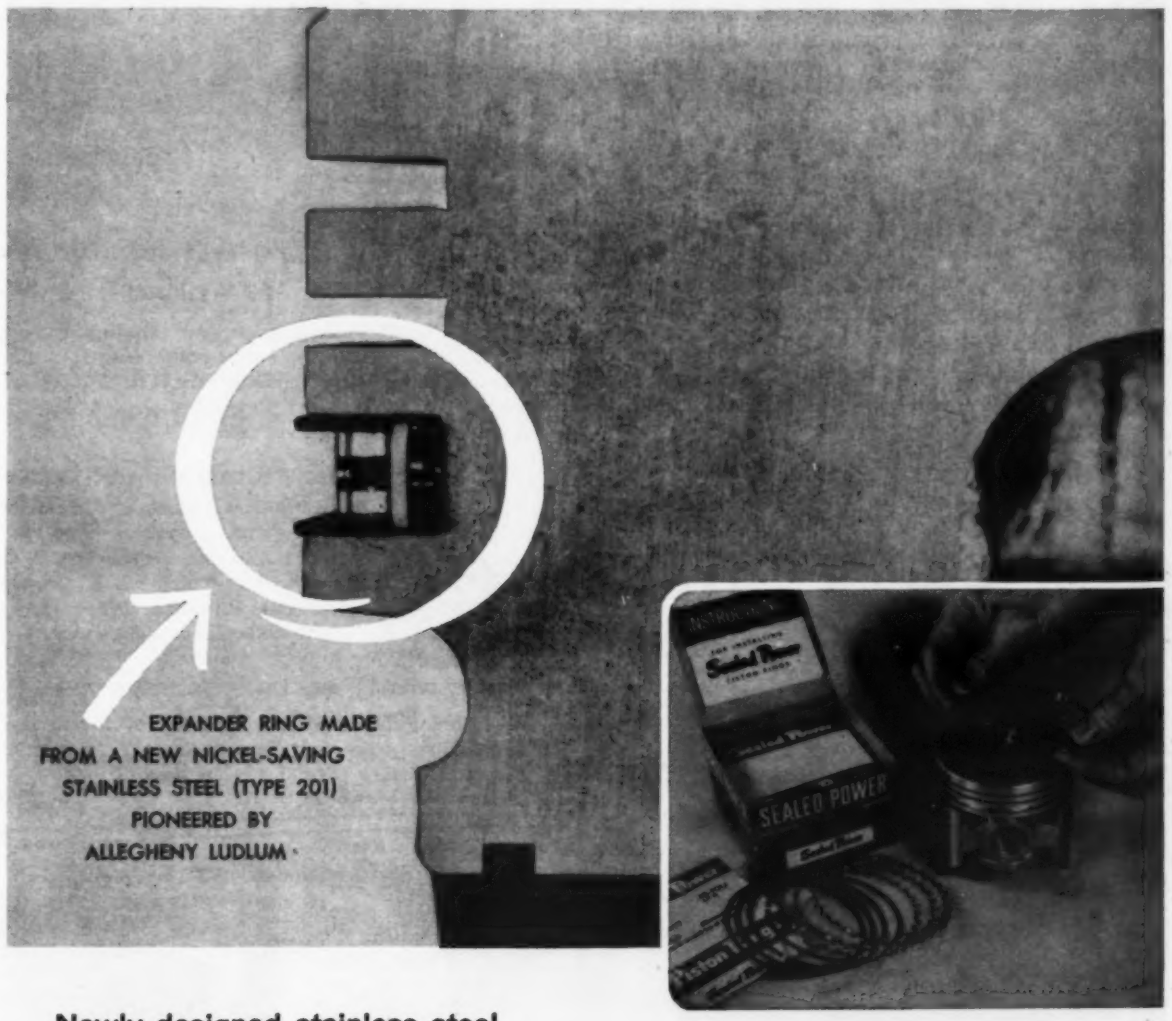
(Continued on Page 218)



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Who's Who in the Auto Industry

(Continued from Page 217)

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ELLIS CO., THE, 11676 East Nine Mile rd., VanDyke, Mich. "UNICUT" tire regrooving machine. J. H. Ellis, pres., sales mgr.; Wilbur Rollet, mgr. **Det. Rep.**—J. H. Ellis, 11676 East Nine Mile rd., VanDyke, Mich.

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EMESS TOOL & CHEMICAL CORP., 11 Warren st., New York 7, N. Y. Metal spray gun, cold tinning mercury paste, solvent. Morris M. Savedoff, pres.

EMKAY, INC., 6850 Cottage Grove, Chicago 37, Ill. Automobile leasing. Michael Braude, pres.; Paul Hartrich, secy., treas. and gen. mgr.; Ben Geller, vice-pres. chge. of automobile purchases and sales.

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(Continued on Page 220)

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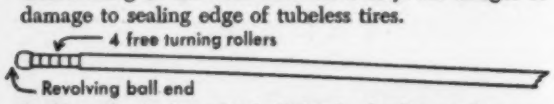

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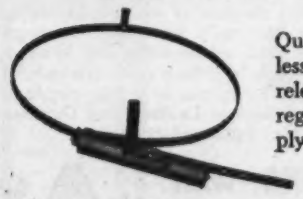

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This custom designed, strikingly handsome modern plant, encompassing 250,000 square feet of manufacturing space is uniquely equipped to keep pace with the dynamic developments in the everchanging automotive industry.

Here is progress, measured not in terms of steel, brick and stone, but in human terms . . . of men with vision who are giving vibrant reality to a rapidly expanding corporation . . . of people whose skills are fashioning its products . . . and of the community in which this vital force is playing its prominent role.

THE MITCHELL-BENTLEY CORPORATION
OWOSSO MANUFACTURING DIVISION, OWOSSO, MICHIGAN
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The MITCHELL-BENTLEY *Roster*

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BURROUGHS ADDING MACHINE TABLES

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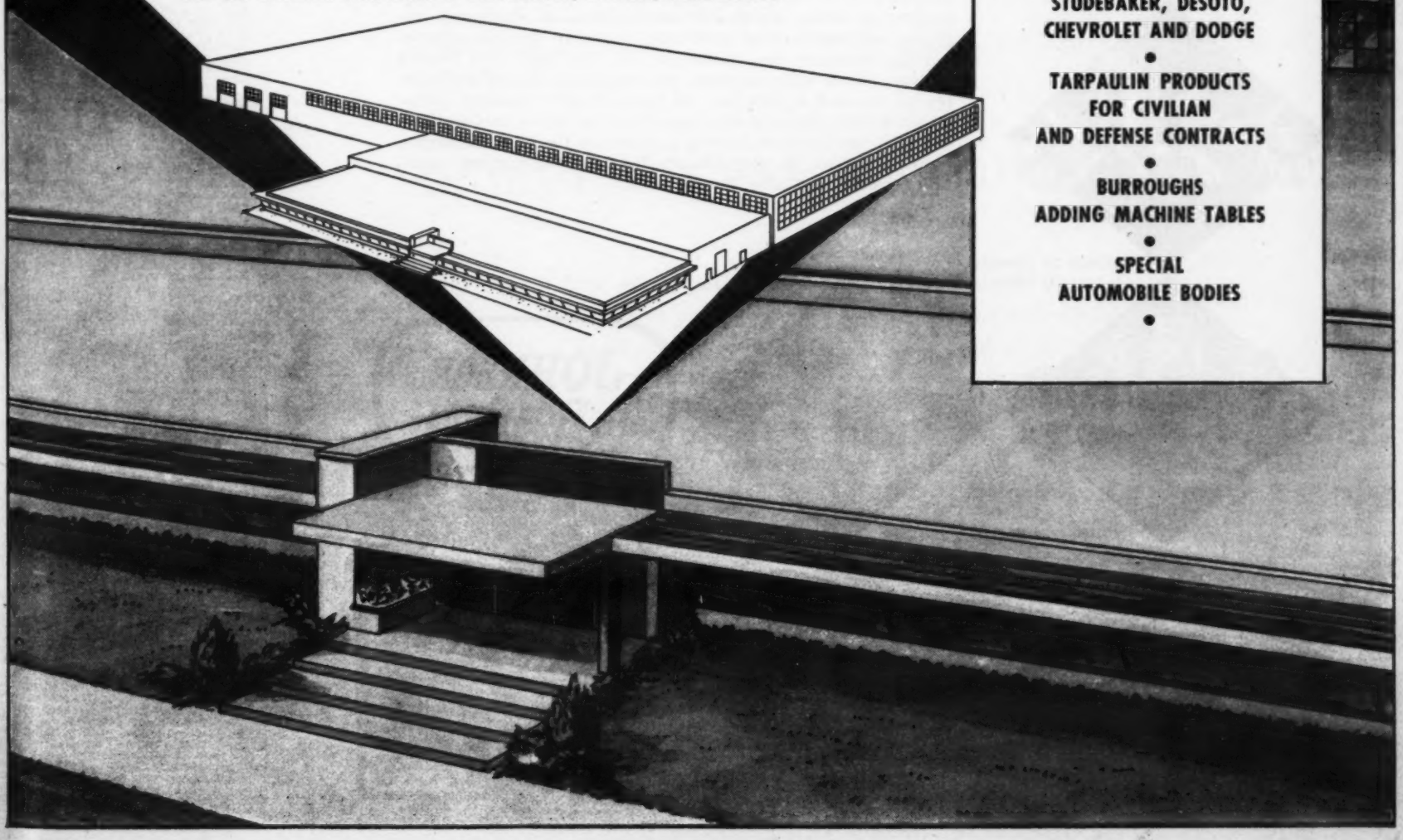

Who's Who in the Auto Industry

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EXIDE AUTOMOTIVE DIVISION, The Electric Storage Battery Company, 246-286 E. 131st st., Cleveland 8, O. Storage batteries and battery service equipment. W. Miller, sales mgr.; J. P. Casserly, mgr., national accts. sales; J. C. Van Allen, mgr., O. E. sales; R. W. Getter, asst. sales mgr.; F. L. Huttlin, div. engr. **Det. Rep.**—W. Duncan, 10600 Puritan ave.

F

F. & B MFG. CO., 4248 W. Chicago ave., Chicago 51, Ill. Complete line of automotive ignition replacement parts for all makes of vehicles. John Filko, pres.; Harold Rapp, treas.; R. W. Bossardt, sales mgr. **Adv. Agcy.**—Van Auken, Ragland & Stevens, Chicago 6, Ill.

FABRIC MFG. CO., INC., 97 Chestnut St., New 5, N. J. Automobile seat covers, auto accessories and carpeting. H. Genis, pres.; J. G. Abrams, sales mgr.

FABRICON PRODUCTS, Div. of Eagle-Picher Co., 1721 Pleasant ave., River Rouge 18, Mich. Cardboard and waterproof trim panels; glove box and dash insulator assemblies, sound deadening felts and insulation materials. L. A. Fisher, pres. and gen. mgr.; A. C. Zimmerman, comptr.; G. T. Abel, gen. mfg. mgr.; J. A. Martin, sales mgr. (automotive div.); R. D. Halford, sales mgr. (waxed paper and cellophane div.); F. Altman, chief engr.; J. E. Steiner, dir pur.; T. Godbold, traf. mgr. **Plastic Div.** Custom moulding of finished items using Fiberglass and polyester plastic resins. Plastic impregnated materials for laminating industry. C. L. Keller, gen. mgr.; J. T. Galvin, sales mgr.

FABRICS, INC., 515 Bell st., Montgomery, Ala. Mendy tractor cushions. Hilliard Aronov, pres.; Herman Aronov, secy. **Adv. Agcy.**—James Advertising Agency, Montgomery, Ala.

FABRISTEEL PRODUCTS, INC., 21500 W. Eight Mile, Detroit 19, Mich. Clinch nuts, pierce nuts, feeding equipment, attaching machines. John H. Steward, pres., sales mgr.; Jerry H. Steward, vice-pres.; Joseph H. Steward, secy., treas. and gen. mgr.; C. A. Steward, works mgr.; William Belt, asst. sales mgr.; Frank Wascher, chief engr.

FACIT, INC., 404 Fourth ave. New York 16, N. Y. Calculators, typewriters, adding machines. Erik A. Ohlsson, pres.; George W. Naag, gen. sales mgr.; James C. Paige, office and personnel mgr.; Albert J. Ackley, adv. mgr.; Bengt Ljungvist, serv. mgr. **San Francisco office:** 235 Montgomery st., Karl Siewert, vice-pres. and mgr. **Adv. Agcy.** — Anderson & Cairns, Inc., 488 Madison ave., N. Y. Lansing Moore, acct. exec.

FADEX COMMERCIAL CORP., 136 Liberty st., New York 6, N. Y. U. S. distributors: BMW ISETTA car (Bayerische Motoren Werke AG, Munich, Germany) Tempo Works, Hamburg, Germany—Viking and Matador brands. Fred R. Oppenheimer, pres., treas.; Kenneth Kaufman, vice-pres.; James G. Rogers jr., secy.; Arthur Rothstein, sales mgr.

FAFNIR BEARING CO., Booth st., New Britain, Conn. Ball bearings, ball bearing power transmission units. S. M. Cooper, chmn. bd.; C. G. Rosenswelg, pres.; K. T. Middleton, vice-pres., secy., treas.; C. F. Stanley, vice-pres., chge. of sales; R. F. Cooper, vice-pres. and works mgr.; R. W. Powell, gen. sales mgr.; D. M. Davidson, asst. sales mgr.; F. Leister, vice-pres., chge. of engrg.; H. P. Knowles, pur. agt. **Adv. Agcy.**—Noyes & Co., Providence, R. I. G. G. King, acct. exec.

FAIRFIELD MFG. CO., Route 52 S. Lafayette, Ind. Differentials, spiral bevel gears, hypoid gears, straight bevel gears, spur gears, helical gears, worm gears. E. M. Heinmiller, pres., gen. mgr., treas.; Mrs. Rochester Baird, vice-pres.; G. S. Swanson, wks. mgr.; D. W. Owens, sales and adv. mgr.; M. L. Munson, chief engr.; W. C. Nicholson, pur. agt. **Adv. Agcy.**—Armstrong Adv. Agency, Chicago, Ill.

FAIRMOUNT TOOL & FORGING, INC., 10611 Quincy ave., Cleveland 6, O. Mechanic's hand service tools. Ralph F. Peo, pres.; E. L. Spencer, vice-pres., gen. mgr. **Adv. Agcy.**—Comstock Co., Buffalo, N. Y. Earl Close, acct. exec.

FALLON INDUSTRIES, 25800 Groesbeck Hwy., Roseville, Mich. Investment castings ferrous and non-ferrous, shell mold castings, broaching and machine work. Albin Fallon, pres.; Chester Fallon, vice-pres.

FARBACH CHEMICAL CO., 4208 Airport rd., Cincinnati, O. Hand cleaner, white wall spray and cleaner, Hi-heat brazing flux. Howard Farbach, pres.; Laura Farbach, vice-pres.; Betty J. Metz, pur. agt. **Det. Rep.**—Edgar J. Ward, 920 Pinecrest dr., Ferndale, Mich. **Adv. Agcy.**—Louis D. Mueller, Inc., Cincinnati, O. Louis D. Mueller, acct. exec.

FARGO DIV., Chrysler Motors Corp., 341 Massachusetts, Highland Park, Mich. Fleet sales of Chrysler Corp. cars and trucks. R. L. Biggers, pres.; W. C. Hanway jr. and N. W. Siedel, vice-presidents; W. J. Simons, treas.; H. F. Diegel, compt.; K. M. Eyestone, secy.; J. C. Maddox, admn. asst.; R. H. Mead, dir. of oprns.; F. R. Kadie, dir. of govt. sales; R. B. Christiansen, serv. mgr.; N. G. Williams, distr. mgr.; R. M. Brown, sales prom. mgr., and J. A. Caulfield, govt. sales mgr.

FASCO INDUSTRIES, INC., 400 Davis st., Rochester 2, N. Y. Hydraulic stoplight switches, circuit breakers. H. P. Toppin, pres.; H. M. Sylvester, secy.-treas., gen. mgr.; R. W. Gysel, wks. mgr.; H. M. Sylvester, sales mgr.; P. M. Byam, chief engr.; C. E. Weiland, pur. agt.; C. L. Anderson, traf. mgr.; L. P. Kruze, pub. rel. mgr. **Det. Rep.**—A. Kochanski. **Adv. Agcy.**—Scrivener & Co., Rochester, N. Y. A. Scrivener, acct. exec.

FASTEX DIV. of Illinois Tool Works, 195 Algonquin rd., Des Plaines, Ill. Molding clips, speed nuts, springrip fasteners, stamped gears, quick fasteners, special stampings; plasti: rivets, grommets, rings, plugs, supports, Plastinite strain-relief grommet and special plastic parts. Harold Byron Smith, pres.; Eugene W. Fuller, J. B. O'Connor, E. W. Shipman, R. F. Dick, vice-presidents; J. R. Russell, secy.; Silas S. Cathcart, gen. mgr.; F. Machac, works mgr.; J. D. Norman, sales mgr.; W. R. Black, exec. engr.; A. L. Froehlich, pur. agt.; Jay Tomlin, pub. rel. mgr.; K. G. Peters, adv. mgr. **Det. Rep.**—John E. Lane, 1403 East State Fair, Detroit 3. **Adv. Agcy.**—Waldie and Briggs, Inc., 221 N. LaSalle st., Chicago 1, Ill. R. M. Wall, acct. mgr.

FEDDERS-QUIGAN CORP., 57 Tonowanda st., Buffalo, N. Y. Automotive radiators and car heaters. Salvatore Giordano, pres.; U. V. Muscio, vice-pres.; K. W. Finch, chief engr. Automotive div.; J. M. Heimerl, pur. mgr.; W. W. Reeves, sales mgr. Automotive div.

FEDERAL BEARINGS CO., INC., Fairview ave., Poughkeepsie, N. Y. Ball bearings. George R. Bennett jr., pres., treas., Dan G. Fichter, vice-pres., secy.; Fred Horlacher, works mgr.; E. C. Sweeney, sales and adv. mgr.; R. L. Denney, asst. sales mgr.; Charles Lansdale, serv. mgr.; Fred Recknagel, chief engr.; E. Wallin, pur. agt.; R. Wright, traf. mgr. **Det. Rep.**—Fred Glass, 2646 Book Tower, Detroit, Mich. **Adv. Agcy.**—Mack LeBlang, Adv., 720 5th ave., New York, N. Y.

FEDERAL INDUSTRIES, Div. of Textron, Inc., Main st., Belleville 9, N. J. Coated fabrics for seat covers, car upholstery and convertible tops. Louis M. Plansoen, pres., treas.; John W. F. Young, exec. vice-pres.; W. Breithaupt, works mgr.; Richard Post, adv. mgr.; Paul B. Grosjean, pur. agt.; Ernest Seaman, chief chemist. **Det. Rep.**—R. G. Olson, New Center bldg., Detroit. **Adv. Agcy.**—Iverson & Ford, New York, N. Y.

FEDERAL-MOGUL DIVISION, Federal-Mogul-Bower Bearings, Inc., 11031 Shoemaker ave., Detroit 13, Mich. Sleeve bearings, bushings, washers, similar precision parts. R. E. Kiare, gen. mgr.; H. F. Dixon, chief engr.; K. W. Warren, sales mgr.; T. J. Marshall, asst. sales mgr., adv. mgr.; G. J. LeBrasse, research dir.; E. F. Bauman, dir. of pur. PR mgrs.: J. M. Haney (Cleveland), C. F. Brown (Greenville), J. Downing (Mooresville), W. C. Robertson (St. Johns). **Adv. Agcy.**—Fred M. Randall Co., Detroit 26. H. Ross Mack, acct. exec.

FEDERAL-MOGUL-BOWER BEARINGS, INC., 11031 Shoemaker ave., Detroit 13, Mich. Sleeve, ball, and roller bearings, bushings, thrust washers, oil seals. H. Gray Muzzy, chmn. of bd.; S. A. Strickland, vice-chmn.; G. S. Pepplatt, pres.; E. Olney Jones sr., vice-pres. and secy.; T. L. Camp, vice-pres., gen. mgr. Federal-Mogul Service; R. I. Marquis, vice-pres., ind. rel.; R. S. Strickland, vice-pres., sales, Bower Roller Bearing Div.; S. E. MacArthur, treas.

FEDERAL MOTOR TRUCK CO., Div. of Napco Industries, Inc., Seventh st., North Lyndale, Minneapolis 11, Minn. Motor trucks (gasoline and diesel), special vehicles, military and commercial. Max E. Rappaport, pres.; Fred Rappaport, exec. vice-pres.; Ned E. Blaz, asst. to the pres.; Michael R. d'Etampes, sales mgr. **Adv. Agcy.**—Ned E. Blaz, Napco Industries, Inc.

FEDERAL PRODUCTS CORP., 1144 Eddy st., Providence 1, R. I. Gages, precision measuring instruments and test indicators. F. E. Tanner, pres., gen. mgr.; H. E. Joslin, vice-pres. chge. prod.; T. L. Johnson, vice-pres. chge. res. and dev.; L. B. Colt, vice-pres., chge. sales; M. H. MacInnes, secy.; C. N. Kingsford, treas.; L. A. Hunt, mgr. sales prom. and adv.; G. H. Wilson, asst.; H. A. Johnson, chf. engr.; H. A. Gilson, pur. agt.; C. Pike, serv., parts and acc. mgr.; H. Mason, traf. mgr.; F. J. Rice, pub. rel. mgr. **Det. Sales Mgr.**—A. M. Grant, 14310 Puritan ave., Detroit 27. **Adv. Agcy.**—Horton, Church & Goff, Inc., 123 Georgia ave., Providence 5, R. I. Carleton Goff, acct. exec.

FEDERAL SCREW WORKS, 3041 Martin ave., Detroit 10, Mich. Nuts, bolts, screws and screw machine products. B. L. Norton, pres. and treas.; S. R. Booker, exec. vice-pres.; R. R. Bever, vice-pres. sales; R. I. Stanton, vice - pres., mfg. Detroit div.; Lawton J. Steger, vice-pres. sched. and plan. Chelsea div.; F. J. Sullivan, secy. and contr.; C. N. Cage, pur. agt., Detroit div.; Merle Barr jr., pur. agt., Chelsea div. **Det. Rep.**—Federal Screw Sales, 1664 National Bank bldg.

FEDERATED METALS DIV., American Smelting and Refining Co., 120 Broadway, New York 5, N. Y. Non-ferrous metals and alloys. F. Walker, vice-pres.; K. Harms, gen mgr.; E. L. Newhouse III, sales mgr.; E. L. Rimbault jr., adv. mgr. **Det. Rep.**—R. G. Caulton, 11630 Russell st. **Adv. Agcy.**—John Mather Lupton Co., New York, N. Y. T. R. Snyder, acct. exec.

FEINBERG TEXTILE CO., 2032 E. Dauphin st., Philadelphia 25, Pa. Converters of automotive fabrics, cottons and rayons. Charles Feinberg and Myron Feinberg, partners.

FELLOWS GEAR SHAPER CO., River st., Springfield, Vt. Gear shapers and cutters, gear hobbing machine and hobs, gear shaving machines and shaving tools, gear lapping machines and laps, gear burnishing machines and gears, gear measuring and testing equipment, thread generators, master gears, plastic injection molding machines. E. W. Miller, pres.; R. M. Fellows, first vice-pres. and treas.; W. H. Dodge, factory mgr.; E. R. Fellows II, gen. mgr.; R. M. Knox, asst. to pres.; G. H. Sanborn, gen. sales mgr.; H. B. Flinn, pub. mgr.; N. L. Cobb, chief engr.; R. N. Roberts, pur. agt.; P. C. Kittredge, traf. mgr.; John Morton, pub. rel. mgr. **Det. Rep.**—A. R. Tobin, 1048 N. Woodward ave., Royal Oak, Mich. **Chicago Rep.**—G. J. Black, 5835 W. North ave. **N. Y. Rep.**—H. W. Nickerson, 150 West Pleasant ave., Maywood, N. J. **Los Angeles Rep.**—F. D. Sanborn, 6214 W. Manchester ave. **Adv. Agcy.**—Hicks & Greist, New York, N. Y. K. A. Hamilton, acct. exec.

FELT PRODUCT MFG. CO., 1504 Carroll ave., Chicago 7, Ill. Gaskets, oil seals and packings. A. Mecklenburger, pres. and gen. mgr.; L. C. Weinberg, vice-pres. and wks. mgr.; E. H. Mecklenburger, secy.; C. H. Morris, treas.; Elliot Lehman, vice-pres., sales and adv. mgr.; R. C. O'Keefe, pur. agt.; O. Torno, traf. mgr.; S. L. McCandless, pub. rel. mgr. **Det. Rep.**—D. S. Crampton, H. O. Dixon, 19932 Livernois. **Adv. Agcy.**—Van Auken-Ragland & Stevens, 326 W. Madison st., Chicago, Ill. B. F. Stevens, acct. exec.

FERGUSON DIV., Massey-Harris-Ferguson, Inc., Racine, Wis. Farm tractors and implements. J. L. Hooker, gen. sales mgr.; William Alexander, gen. counsel and

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JOHNSON Bearings

Who's Who in the Auto Industry

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secy.; Stanley S. Roberts, adv. and sales prom mgr.; Bernhard R. Bermann, ind. sales mgr.; D. J. O'Leary, serv. mgr.; Herman G. Klemm, vice-pres., chief engr.; M. E. Munroe, director of procurement; Ralph Martin, parts sales mgr. **Adv. Agcy.**—Fuller & Smith & Ross, Cleveland 15, O. Donald Woodward, acct. exec.

FERRO STAMPING CO., 1367-1397 Franklin st., Detroit 7, Mich. Div. Mt. Pleasant, Mich. Passenger car and truck body hardware including manual and electric window regulators and door latches, hood and deck hinges, hood and deck locks, power operated seat adjusters, cowl ventilators and miscellaneous stampings and assemblies. William C. Devereaux, chmn. of the bd.; Richard C. Devereaux, pres. and gen. mgr.; Durwood E. Allen, secy.; W. Robert Bryant, treas.; George A. Detwiler, vice-pres.; Perry J. Starkweather, vice-pres., Mt. Pleasant Div.; Joseph Pickles, vice-pres. eng. and research; Russel O. Hoffmeyer, sales mgr.; Joseph M. Brown, pur. agt.

FERRY CAP AND SET SCREW CO., 2151 Scranton rd., Cleveland 13, O. Hex head screws and bolts, set screws, studs, engineered special cold upset fasteners — such as connecting rod bolts, bearing bolts, shackle bolts, etc. H. D. North, chmn. of bd.; C. B. Lansing jr., pres., gen. mgr.; W. H. North, vice-pres. sales & secy.; K. A. Perko, treas., asst. secy.; W. J. Murphy, factory mgr.; M. H. Snow, pur. agt.; J. A. Swinglish, traf. mgr.; R. T. MacGregor, dir. ind. rel. **Det. Rep.** — J. McCracken, 419 Book Tower bldg. **Adv. Agcy.** — Bayless-Kerr Co., Cleveland, O.

FIELDER, P. E., MFG. CO., Longview, Tex. Auto headlinings and air conditioner covers, office chair cushions.

FIRESTONE PLASTICS CO., P. O. Box 690, Pottstown, Pa. Firestone Velon film, sheetings, yarn and Firestone Exon vinyl resins. Roger S. Firestone, pres.; E. T. Handley, exec. vice-pres.; H. W. Hooper, compt.; K. L. Edgar, vice-pres. sales, Velon prods.; S. G. Keiller, mgr., Velon yarn sales.; C. F. Edelmann, mgr., Velon film and sheetings sales.; F. J. Groten, vice-pres., chem. sales; L. B. Kuhn, mgr. chem. sales; H. B. Winslow, adv. mgr.; T. A. Henry, sales prom. mgr.; T. F. Storm, pur. agt. **Adv. Agcy.**—Grey Advertising Agency, Inc., New York, N. Y. B. I. Brownold, acct. exec.

FIRESTONE STEEL PRODUCTS, 1200 Firestone pkwy., Akron 1, O. Automotive rims, stainless steel containers, metal stampings. L. J. Campbell, pres.; P. L. Tracy, compt.; W. H. Vaughn (Wyandotte plant), wks. mgr.; M. DiFederico (Akron plant), wks. mgr.; W. S. Kidder, sales mgr.; P. M. Murphy, pur. agt. **Det. Rep.**—C. C. Cupp.

FIRESTONE TIRE & RUBBER CO., 1200 Firestone pkwy., Akron 17, O. Tires for automobiles, trucks, airplanes, farm tractors and implements, earthmoving tires, industrial tires and tubes; synthetic rubbers and latices; vinyl chloride resins; plastic filaments, films and sheeting; foamed latex cushioning; elastic rubber yarn; mechanical rubber goods; adhesives, dispersions and latex compounds; brake lining; rubber fuel cells; automotive and tractor rims, stampings; stainless steel beverage containers. Harvey S. Firestone, jr., chmn. and chief exec.; Lee R. Jackson, vice-chmn.; Raymond C. Firestone, pres.; J. E. Trainer, exec. vice-pres.; J. J. Shea, vice-pres. and chmn. of finance committee; H. D. Tompkins, vice-pres., trade sales; H. M. Taylor, vice-pres., mfg. sales; J. L. Cohill, vice-pres., subsidiaries; Joseph Thomas, secy., gen. counsel; H. H. Hollinger, vice-pres., finance; E. H. Schulenberg, treas.; C. A. Pauley, compt.; J. W. Maples, dir. of rubber mfg. plants; E. B. Hathaway, sales mgr.; C. B. Ryan, dir. adv. and sales prom.; W. K. Adkins, dir. of engrg.; R. W. Koch, dir. of pur.; Norman Smith, pur. agt.; R. W. Wettstyne, traf. mgr.; W. D. Hines, dir. pub. rel. **Det. Mgr.** — D. J. Hutchins, 1405 Henry st., Detroit, Mich. **Adv. Agcy.**—Campbell-Ewald, Detroit, Mich.

FIRMAN LEATHER GOODS CORP., 111 Eighth ave., New York 11, N. Y. Mfgs. of Maximillian Bonded Luggage. Ladies' and men's matched automobile luggage. Philip D. Firman, pres.; Milton Wynn, vice-pres., sales mgr.; Jay Firman, secy.-treas.; Harriet Oken, asst. sales mgr.

FIRTH MACHINE & TOOL, INC., 1220 N. Main st., Fostoria, O. Machined parts, assemblies, sub-assemblies, small stampings, complete production facilities for line-production. George B. Firth, pres., gen. mgr. and sales mgr.; Wilbur J. Finsel, vice-pres. and pur. agt.; Joe H. Coleman, plant mgr.; Bette J. Firth, secy., treas.

FIRTH STERLING, INC., 3113 Forbes, Pittsburgh 30, Pa. High speed steels, tool and die steels, stainless specialties, high temperature alloys and cermets, Sintered Tungsten and chromium carbides. K. D. Mann, pres.; R. Logie, exec. vice-pres.; T. G. Barnes, vice-pres., sales; J. T. O'Brien, vice-pres., prod.; H. R. Husemme, secy.-treas.; J. M. Stokes, mgr., carbide sales; T. E. Pickering, adv. mgr., sales prom. mgr.; E. W. Kalb, mgr., steel sales; C. C. Krogh, asst. sales mgr., carbide; H. K. Stern, pur. agt. **Det. Rep.**—John S. Roller, mgr., 8330 W. Chicago blvd. **Adv. Agcy.**—Smith, Taylor & Jenkins, Pittsburgh, Pa. Robert M. Jenkins, acct. exec.

FISH CARBURETOR CORP., P. O. Box 1751, Daytona Beach, Fla. Carburetors, mileage testers, sports car accessories and speed equipment. J. Robert Fish, pres. and sales mgr.; Madelyn B. Welch, secy.; Aelred B. Fish, treas.

FISHER BODY DIV., General Motors Corp., Detroit 2, Mich. Automobile bodies. J. E. Goodman, gen. mgr. of Fisher Body Div., and vice-pres. General Motors Corp.; J. P. Wines, gen. dir. of pub. rel. and adv.; J. H. Wernig, chief engr.; J. B. Hildebrand, gen. dir., pur. div. **Adv. Agcy.**—Kudner Agency, Inc., New York, N. Y. E. J. Owens, acct. exec.

FISK TIRE CO., Div. of United States Rubber Co., Rockefeller Center, New York 20, N. Y. Passenger car tires and tubes; truck, bus and tractor tires and tubes. H. E. Humphreys jr., pres.; H. John W. McGovern, exec. vice-pres.; W. M. Doughtery, secy.; Frank J. McGrath, treas.; G. Raymond Cuthbertson, vice-pres., gen. mgr. tire div.; W. O. Green, dir. dir. sales, tire div.; J. A. Boll, sales mgr.; L. B. Lillie, asst. sales mgr.; J. P. Donnelly, truck tire sales mgr.; W. F. Beardsley, mdse. mgr.; P. F. Lee, sales oprns. mgr.; R. M. Hood, adv. and sales prom. mgr. **Det. Rep.**—A. G. Richtmyer, 2121 W. Fort st. **Adv. Agcy.**—Fletcher D. Richards, Inc., New York, N. Y. F. D. Richards jr., acct. exec.

FITZGERALD MFG. CO., Torrington, Conn. Gaskets, oil seals, grease retainers. P. J. Fitzgerald, pres.; M. D. Fitzgerald, vice-pres.; M. F. Fitzgerald, secy.-treas.

FITZSIMONS MFG. CO., 3775 E. Outer dr., Detroit 34, Mich. Formed tubular parts and assemblies, light and medium stampings. S. J. Fitzsimons jr., pres., gen. mgr.; H. B. Howenstein, vice-pres., sales mgr.; J. W. Fitzsimons, secy.; Geo. S. Dettlinger, wks. mgr.; L. J. Kroha, chief engr.; J. C. Richards, pur. agt.

FIVE STAR MANUFACTURING CO., 701 Tallachatchie ave., P. O. Box 149, Clarksdale, Miss. Freeman headbolt and Kat's engine heaters and Kat's Battery Karriers. W. S. Kincade, pres., gen mgr.; Ludwig Kozecek, production mgr.; D. E. Walhood, sales mgr.; W. S. Kincade jr., asst. sales mgr.; Frank Holmes, pur. agt.

FLEXONICS CORP., 1298 S. 3rd ave., Maywood, Ill. Automotive thermostats, flexible hose and tubing for hydraulic and exhaust lines, power steering, brake lines. J. F. P. Farrar, pres.; T. K. Wells, vice-pres. sales; D. W. Fentress, vice-pres. engng.; G. G. Toepper, vice-pres. hose mfg.; H. W. Griesbach, vice-pres. aircraft mfg.; R. R. Muller, treas.; W. J. Wall, secy.; K. H. Flory, pur. dir.; F. A. Abeen, indl. rel. mgr.; F. J. Rupp, Bellows div. mgr.; R. G. Arnold, automotive div. mgr.; E. C. Langille, adv. mgr. **Det. Rep.**—Flexonics Corp., 2525 Jim Daly rd., Inkster, Mich.

FLEX-O-TUBE, Div. of Flexonics Corp., 2525 Jim Daly rd., Inkster, Mich. Flexible rubber fuel lines, oil lines, brake hose assemblies, hydraulic steering. M. E. Maurer, gen. mgr. and sales mgr.; P. E. Baltzer, asst. sales; R. W. Phillips, chf. engr.; A. C. Johns, pur. agt. **Det. Rep.**—A. W. Palmer, 2525 Jim Daly rd.

FLINK CO., 502 N. Vermillion, Streator, Ill. Spreaders for sand and other material, truck unloading ramps and truck snowplows. Allen R. Flink, pres.; W. H. Immel, gen. mgr.; R. R. Roudebush, sales mgr.; D. R. Mueller, prod. engr.; **Adv. Agcy.**—Biddle Co., 814 N. Main st., Bloomington, Ill.

FLINTKOTE CO., 30 Rockefeller plaza, New York 20, N. Y. Rubber and asphalt adhesives, sound deadening felts, spray-on deadeners, rubber cements, body protective coatings, sealers, mastics, underbody coatings. I. J. Harvey jr., pres.; P. C. Rowe, exec. vice-pres.; G. H. Pecaro, gen. vice-pres.; G. K. McKenzie, vice-pres. and secy.; A. J. Healy, automotive sales mgr.; D. L. Holmes (Ind. Prod. Div.); adv. mgr. **Det. Rep.** — V. J. Hardig, C. T. Bloom, 14201 Schaefer hwy. **Adv. Agcy.** — Marschalk & Pratt Div. of McCann-Erickson, Inc., New York, 17, N. Y.

FLOWER CITY SPECIALTY CO., 158 Hollenbeck st., Rochester 1, N. Y. Tire chain links and clamps, self-closing Monkey Links. Harold J. Nagle, pres.; Reginald A. Nagle, vice-pres., treas.; Herman Ostrye, pur. agt.

FLXIBLE CO., THE, N. Water st., Loudonville, O. Intercity and transit buses, special display and Land Cruiser coaches, bus seats, coin-operated and regular lockers, automatic merchandising machines, reinforced plastics, lubricants. C. F. Kettering, chmn. of bd.; H. H. Young, pres. and gen. mgr.; R. D. Mayer, secy.-treas.; Thomas P. Butler, exec. vice-pres.; R. H. Casner, vice-pres. and asst. gen. mgr.; H. S. Young, vice-pres., mfg.; W. S. Roach, vice-pres., engrg. and ind. rel.; J Austin Smith, dir., sales; Harry B. Budd, Eastern sales mgr.; J. R. Tschantz, sales mgr., export; R. A. Geiselman, sales mgr., lockers; Van Asmus Bunting, sales mgr., plastics; W. F. Krocker, mgr., lubricants div.; John Wynne, sales mgr., indl. div.; P. H. Dudte, mgr., parts and serv.; Harold Hilty, mgr., serv.; R. D. Neiderhiser, chief research and experimental engr. **Det. Rep.**—B. B. Shafer, 17387 Cooley rd., Detroit 19, Mich. **Adv. Agcy.**—Coleman Todd & Associates, 248 Park ave. West, Mansfield, O. Mel Hooker, acct. exec. Accts.—Haskins & Sells, CPA.

FONTAINE TRUCK EQUIPMENT CO., INC., 1232 North 37th pl., Birmingham, Ala. No-Slack fifth wheel, heavy duty machinery trailer, Auto-Load brick body. J. P. K. Fontaine, pres.; Robert A. Fontaine jr., vice-pres.; Virginia Peters, secy.; C. D. Sullivan, mgr. trailer div. **Adv. Agcy.**—Barnett & Barnett, Birmingham, Ala.

FOOTE INDUSTRIES, P. O. Box 304, 1010 Washington, Lansing, Mich. Trailer hitches. L. C. Foote, pres.; Jemy Fletcher, sales mgr.

FORD MOTOR CO., The American Road, Dearborn, Mich. Ford, Thunderbird, Mercury, Lincoln, Edsel and Continental passenger cars, Ford trucks, Ford tractors, Ford farm equipment, and industrial and aircraft engines. Henry Ford II, pres.; Ernest R. Breech, chmn. of bd.; L. D. Crusoe, exec. vice-pres.; D. S. Harder, exec. vice-pres.; J. S. Bugas, vice-pres., ind. rel.; D. J. Davis, vice-pres., mfg.; James J. Nance, vice-pres., mktg.; I. A. Duffy, group vice-pres.; John Dykstra, group vice-pres.; Benson Ford, vice-pres. and chmn. Dealer Policy Board; William C. Ford, vice-pres., prod. planning and styling; W. T. Gossett, vice-pres. and gen. counsel; E. S. MacPherson, vice-pres., engrg.; R. S. McNamara, vice-pres. and gen. mgr., Ford div.; B. D. Mills, vice-pres. and gen. mgr. Lincoln div.; R. E. Krafve, vice-pres. and gen. mgr., Edsel div.; C. F. Moore jr., vice-pres., pub. rel.; F. C. Reith, vice-pres. and gen. mgr. Mercury div.; S. W. Ostrander, vice-pres., special assignments; R. H. Sullivan, group vice-pres.; G. W. Walker, vice-pres. and dir. of styling; W. A. Williams, vice-pres. and vice-chmn. Dealer Policy Board; T. O. Yntema, vice-pres., fin.; J. E. Lundy, treas.; C. J. Fellrath, secy.; A. R. Miller, cont.; Morgan Collins, asst. treas.; John Sagan, asst. treas.; John A. Moekle, asst. secy.; John B. Houck, asst. secy.; A. A. Kucher, dir., engrg. staff; B. R. Donaldson, dir. instit. adv., office of pub. rel.; F. C. McCoard, dir.

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ORDINARY CLEAR GLASS WINDSHIELD. Sky glare alone, even without direct sunlight, causes squinting and fatigue. A light meter reading at the top of the windshield measured 140.

E-Z-EYE SHADED WINDSHIELD. Under exactly the same natural light conditions, the light meter behind the transparent blue band at the top measured 60. Eyes shaded from glare are unstrained.

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This pair of pictures pretty well expresses why 55% of the people who answered a nationwide survey said they wanted "tinted glass" in their next car. That percentage will probably keep going up, too—because millions of people will be presold by four-color, full-page E-Z-EYE ads in Saturday Evening Post, Look, Time and Holiday all during 1957.

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Reduces Glare, Eyestrain, Sun Heat

LIBBEY·OWENS·FORD GLASS COMPANY · TOLEDO 3, OHIO

Who's Who in the Auto Industry

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prod. programming and control; L. P. Barnes, dir. quality control, mfg. staff; H. R. Foss, dir. mfg. engrg.; E. G. Ward, dir. pur.; M. B. Lindquist, gen. ind. rel. mgr.; W. S. Venn, dir. dealer devel.; Thomas R. Reid, dir. civic affairs; A. L. Gornick, dir. and tax counsel; mfg. divs., K. D. Cassidy, group exec. gen. products; A. R. Wardrop, gen. mgr. gen. products div.; K. E. Scott, gen. mgr. mfg. serv.; A. C. Moore, gen. mgr. Aircraft Engine div.; M. L. Katke, group exec., trans. and axle; R. J. Hampson, gen. mgr. Chassis Parts div.; A. J. Hole, group exec. metal stamping; C. H. Patterson, group exec., eng. and fdry.; J. S. French, group exec. hardware and accessories; Merritt D. Hill, gen. mgr., Tractor and Implement div.; J. B. Lawson, gen. mgr. Automatic Transmission div.; P. H. Ponta, gen. mgr. Engine div.; F. X. Bujold, gen. mgr. Foundry div.; A. C. Haines, gen. mgr. Frame-Tool and Die div.; S. B. Wilson, gen. mgr. Stamping div.; W. F. Mueller, gen. mgr. Hardware div.; P. A. Miller, gen. mgr. Accessory div. **Adv. Agencies**—J. Walter Thompson Co., Kenyon & Eckhardt, Meldrum & Fewsmith, Inc., Young & Rubicam, Inc., and Foote, Cone & Belding, Inc.

FORD DIV., Ford Motor Co., 29500 Plymouth rd., Box 608, Dearborn, Mich. Assembles Ford passenger cars and trucks. Manufactures industrial engines, paint, trim and artificial leather. R. S. McNamara, vice-pres., gen. mgr.; J. O. Wright, asst. gen. mgr.; Holmes Brown, pub. rel. mgr.; H. E. Lewis, program timing mgr.; E. H. Sonnecken, program mgr.; G. H. Brown, mktg. res. mgr.; M. W. Welty, ind. rel. mgr.; Will Scott, prod. planning mgr.; D. W. Lee, truck planning mgr.; T. B. Case, Thunderbird planning mgr.; C. E. Bosworth, gen. pur. agt.; J. P. Stanton, machined parts dept. pur. agt.; L. J. Heinle, stamped parts dept. pur. agt.; H. L. Kohlmeier, ser. parts dept. pur. agt.; R. A. Farough, trim material dept. pur. agt.; Philip Caldwell, spec. assem. dept. pur. agt.; E. B. Rickard, div. contr.; G. J. Fischer, asst. div. contr.; W. A. Beers, asst. div. contr.; H. A. Matthias, chf. engr.; H. F. Copp, asst. chf. engr.; W. J. Sherrin, exec. engr., product engrg.; W. E. Burnett, exec. engr. car engrg.; F. E. Sandberg, exec. engr., truck engrg.; F. J. Hooven, exec. engr., advanced car engrg.; J. L. Hooven, exec. engr., advanced truck engrg.; W. A. Folsom, gen. mfg. mgr.; Sanford Kaplan, exec. asst.; D. J. Bastian, plant oper. mgr.; H. C. Sullivan, master scheduling and material control mgr.; O. S. Waud, prod. engrg. mgr.; Milo Dean, quality control dept. mgr.; J. E. Kerr, mfg. standards dept. mgr.; L. N. Zimmer, mfg. facilities dept. mgr.; M. E. Wright, admin. dept. mgr.; C. R. Beacham, gen. sales mgr.; M. S. McLaughlin, exec. asst.; Chase Morsey jr., car mktg. mgr.; J. S. Snyder, truck mktg. mgr.; Guy Hamilton jr., mktg. serv. mgr.; H. W. Cook, fleet sales dept. mgr.; C. J. Seyffer, dir. rel. mgr.; H. D. Hubbs, parts and ser. oper. mgr.; R. W. Hickl, parts and access. mdse. mgr.; W. G. Baker, parts and serv. prom. mgr.; C. T. Doman, nat'l. serv. mgr.; O. B. Higgins, depot oper. mgr.; J. F. Bachman, ind. engine dept. mgr. **Reg. sales mgrs.**—C. G. Johnston, northeastern; J. S. Snyder, southeastern; P. O. Larson, Great Lakes; J. P. Roberts, midwestern; R. F. Leonard, central; R. R. Anfin, southwestern; W. J. Cooper, western; G. B. Price, assoc. oper. mgr.

FORD INTERNATIONAL DIV., Ford Motor Co., P. O. Box 207, Dearborn, Mich. A. J. Wieland, vice-pres. and gen. mgr.; Tom Lilley, asst. gen. mgr., sales and assembly activities; J. S. Andrews, reg. exec., product mfg. activities; W. L. McKee, reg. dir., Latin America; H. P. Valentine, managing dir., export sales oprns.; C. E. Dalton, reg. dir., Europe and Middle East; H. E. Jones, gen. suply mgr., supply oprns.; P. J. Fuller, pur. agt., supply oprns.; J. W. Sundelson, facilities and oprns. planning mgr.; R. N. Conn, gen. mktg. mgr.; P. F. A. France, gen. finance mgr. and div. contr.; D. E. Irwin, ind. rel. mgr.; H. P. Doty, pub. rel. mgr.; F. Kraft, dir., mfg office; H. A. Bolenski, dir. Ford Intl. engrg. office; H. O. Lund, mgr., foreign prod. branch; R. M. Campbell, gen. attorney.

FOREMAN MFG. CO., 5353 S. State st., Chicago 9, Ill. Trailer axle and running gear assemblies, trailer chassis, boat-trailer, steel utility trailers and special trailers of all types. E. J. Richards, gen. mgr.; J. E. Richards, sales mgr.; L. J. Maher, chief engr. **Adv. Agcy.**—Jacobson & Tonne, Chicago, Ill.

FORMSPRAG CO., 23601 Hoover rd., Van Dyke, Mich. Sprag type over-running clutches. J. Lawrence Buell jr., pres. and gen. mgr.; E. R. Davies, treas.; Elroy O. Jones, secy.; Charles F. Trapp jr., vice-pres. sales; L. T. Szady, vice-pres. engrg.; **Adv. Agcy.**—Holden, Chapin, LaRue, Inc., 16180 Wyoming ave., Detroit 21, Mich. Robert LaRue, acct. exec.

FORT STEUBEN METAL PRODUCTS CO., Duquesne, Follansbee, W. Va. Steel Shelving, parts bins, work benches, shop equipment. Joseph Stern, pres.; Albert W. Robinson, vice-pres., treas.; Constance K. Oliveti, secy.; Daniel L. Noble, traffic mgr.; **Det. Rep.**—Ben Mack, 13135 Nadine Ave., Huntington Woods, Mich. **Adv. Agcy.**—Tri State Publishing Co., Steubenville, O.

FOSTER AND KLEISER CO., 1675 Eddy st., San Francisco 19, Calif. Outdoor advertising in Washington, Oregon, California and Arizona. L. H. Odell, pres.; E. C. Arbuckle, exec. vice-pres.; N. F. Lawler, vice-pres., sales; William Rose, vice-pres., research and oprns.; G. E. Mack, vice-pres., treas. **Chicago Rep.** — A. A. Hayden, Foster & Kleiser Co., 400 N. Michigan ave., Chicago 11, Ill.

FOSTER-BUILT BUNKERS, INC., 516 S. Laflin st., Chicago 7, Ill. Dry ice truck bunkers (refrigeration units). L. R. Foster, pres. **Adv. Agcy.** — Frank C. Nahser, Inc., Chicago, Ill.

FOSTORIA PRESSED STEEL CORP., Fostoria, O. Infra-red drying and baking equipment, lighting equipment, pumps. R. J. Carter, pres.; E. L. Bates, vice-pres., secy.; R. H. Carter, vice-pres.; H. Turner, works mgr.; P. Krupp, asst. mgr. sales; I. J. Barber, chief engr. and vice-pres.; R. Hill, pur. agt.; P. Jones, traf. mgr. **Det. Rep.**—Fostoria Pressed Steel Corp. (Factory Branch), 47 E. Canfield. **Adv. Agcy.**—Howard Swink, Inc., Marion, O. Paul W. Kohler, acct. exec.

FOUR WHEEL DRIVE AUTO CO., Clintonville, Wis. Four and six-wheel drive trucks, fire engines, earth boring and line construction and maintenance units, winches, derricks, trailers (utility), utility small tools and accessories. Ben W. Heineman, chmn. of bd.; R. A. Olen, pres.; James A. Driessen, exec. vice-pres.; S. H. Sanford, secy.; G. F. DeCoursin, vice-pres. sales; H. G. Engel, special accts. mgr.; A. J. Danley, dir. pub. rel.; A. J. Laack, adv. and sls. prom. mgr.; Howard Canada, mgr. of serv. and parts div.; G. D. Simonds, vice-pres. engr.; L. J. Pinkowsky, pur agt. **Adv. Agcy.**—The Brady Co., 12th Floor, Zuelke bldg., Appleton, Wis. R. H. Brady, pres.

FOX PRODUCTS CO., 4720 N. 18th st., Philadelphia 41, Pa. Battery chargers and testers, automatic valves and other metal specialties. J. B. Godshalk, pres.; E. C. Reichard, vice-pres.; R. B. Clark, vice-pres.; L. A. Medlar, design engr.; W. Hamilton, asst. sales mgr.; J. G. Blumenthal, pur. agt. **Adv. Agcy.**—John Eldridge, Packard bldg., Philadelphia, Pa.

FOXCRAFT PRODUCTS, P. O. Box 123, Huntingdon Valley, Pa. Fender skirts, spare wheel carriers. Jack Finkle, partner, treas.; Jules Finkle, partner, traf. mgr.; Moe Finkle, partner, sales mgr. **Det. Rep.**—Denton Hassell. **Adv. Agcy.**—Shaw & Schreiber, Philadelphia, Pa.

FRAM CORP., Providence 16, R. I. Oil, air, fuel and water filters and replacement cartridges. Steven B. Wilson, chmn. of bd.; T. H. Belling, pres.; D. A. Glover, secy.; A. F. Pettet, exec. vice-pres.; R. W. Haslehurst, treas.; Hedden V. Miller, gen. pur. agt.; Howard E. Robinson, vice-pres., chge. of sales; R. T. Kosten, sales mgr. (jobber div.); Harry K. Nagel, sales mgr. (export div.); Lester F. Barnes, adv. mgr.; William Arnold, traf. mgr. **Mfrs. Sales Div.**—Fram Corp., Dexter 2, Mich. Ralph H. Card, vice-pres.; R. G. Hogan, sales mgr. **Adv. Agcy.**—VanSant, Dugdale & Co., Inc., 15 East Fayette st., Baltimore 2, Md. C. M. Buchanan, acct. exec.

FRANKLIN BODY & EQUIPMENT CORP., 1042 Dean st., Brooklyn 38, N. Y. Ambulances, mobile dental labs., hospitals and blood banks, refrigerated bodies, buses, police patrol units and van bodies. Max Raskin, pres., treas.; Barnett Parker, vice-pres. pur. agt.; Leon Raskin, secy.; J. Seigel, wks. mgr.; Wm. Raskin, sales mgr.; Daniel Giannetti, traf. mgr. **Adv. Agcy.**—Givaudan Adv., Inc., New York, N. Y.

FRANKLIN CO., INC., BERNARD, 2906 Hedley & Bath sts., Philadelphia 37, Pa. Steel shelving, parts bins, factory stools, stock carts, hand and platform trucks, dollies. R. Bernard, E. Featherman, vice-presidents; S. Weiss, sales mgr.; H. S. Gibbson, adv. mgr.

FRANKLIN MANUFACTURING CO., INC., 65 Twenty-second N. E., Minneapolis 12, Minn. Battery chargers, testing equipment (electrical), oil changers. M. L. Pugh, pres.; R. G. Pugh, vice-pres. (refrigeration), gen. mgr.; L. Pugh, secy.; I. Proulx, treas.; K. Dawkins (automotive), gen. mgr.; D. Rousan, vice-pres. chge. production; J. Hammond, vice-pres. chge. sales; W. C. James, sales mgr.; R. Pfleider (refrigeration), chief engr.; B. W. Alwin, pur. agt.; Geo. Shaver, parts and acces. mgr.; T. Hackney, traff. mgr.

FRASER PRODUCTS, Div. of Detroit Gasket and Mfg. Co., 501 W. Chisholm st., Alpena, Mich. Floor coverings, rear compartment mats, seaming laces and bindings. L. H. Diehl, pres., gen. mgr.; J. L. Barrett, W. E. Ritter, L. H. Diehl jr., R. A. Blanchard, vice-presidents; E. W. Diehl, secy.-treas.; J. J. Hartnett, vice-pres., sales and adv. mgr.; C. N. Stanton, gen. mfg. mgr.; J. O'Neil, plant mgr., Alpena; C. H. Strauss, pur. agt. **Adv. Agcy.**—Castle-Werner, Inc., Detroit, Mich. Richard Werner, acct. exec.

FREEMAN & FREEMAN, INC., 600 Grant st., Denver 3, Colo. Porcelainize. William A. Freeman, pres.; Walter M. Appel, vice-pres.; Mildred A. Freeman, secy.-treas.; Kenneth A. Carter, gen. mgr.; Orville J. Grisier, adv. mgr.; A. E. Bugenhagen, works mgr.; William F. Newton, sales mgr. **Adv. Agcy.**—George S. Minot, Adv., Alameda, Calif.

FRICK-GALLAGHER MFG. CO., Wellston, O. Steel shelving, parts bins, rotating bins, rotating nail bins, rotating drill rod racks, rotating tube racks, warehouse tables, pallet racks. Joe P. Gallagher, pres.; Harold J. Geitz, vice-pres., gen. mgr.; Paul H. Frick, secy.-treas., adv. and sales mgr.; George Ramsey, traf. mgr.; E. L. Forstner, asst. sales, adv. mgr.; E. H. Mount, chf. engr.; Jos. Carey, pur. agt. **Det. Rep.**—Robert W. Redizki, 15444 Grand River. **Adv. Agcy.**—John P. Eldridge, 1015 Packard bldg., Philadelphia 2, Pa. John P. Eldridge, acct. exec.

FRIEZ INSTRUMENT DIV., BENDIX AVIATION CORP., 1400 Taylor ave., Baltimore 4, Md. Meteorological instruments, temperature and humidity indicators, recorders and controllers, thermistors, pressure switches, industrial handles, vortex thermometers, and exray. T. V. LeRoy D. Kiley, gen. mgr.; Vernon D. Hauck, ass't. gen. mgr.; John W. Hammond, gen. sales mgr.; D. C. McDonald, dir. of engrg.; H. J. Grady, pur. agt.; **Adv. Agcy.**—MacManus, John and Adams, Bloomfield Hills, Mich.

FRIDEN CALCULATING MACHINE CO., INC., San Leandro, Calif. Automatic calculators, adding machines, Add-Punch machine, Computyper, Flexowriter, Justowriter, Data Processing Machines and systems. Walter S. Johnson, pres.; P. E. Samwell, vice-pres. of mfg.; L. B. Taylor, vice-pres. of mktg.; Dunstan Gross, vice-pres. of research and development; William W. Porter, dir. intl. mktg.; John M. Lund, chmn. of exec. comm.; H. M. Billings, secy.-treas.; Earl B. Olson, pur. agt.; Charles Blank, traf. mgr.; George Beeken, adv. mgr.; N. S. Jones, sales prom. mgr.; Russell Ketchum, serv. mgr. **Det. Rep.** — Friden Calculating Machine Co., Inc., 2110 Park ave. **Adv. Agcy.**—J. Walter Thompson, San Francisco, Calif. R. A. Hink, acct. exec.

FRIGIKAR CORP., 1602 Cochran, Dallas, Tex. Refrigerated car and truck air conditioners. Bert J. Mitchell, pres.; Barron M. Moody, production vice-pres.

FRIGIQUIP CORP., 3724 N. May, Oklahoma City 12, Okla. Automobile air conditioners. Gene Byrd, pres.; M. F. Byrd,

(Continued on Page 223)

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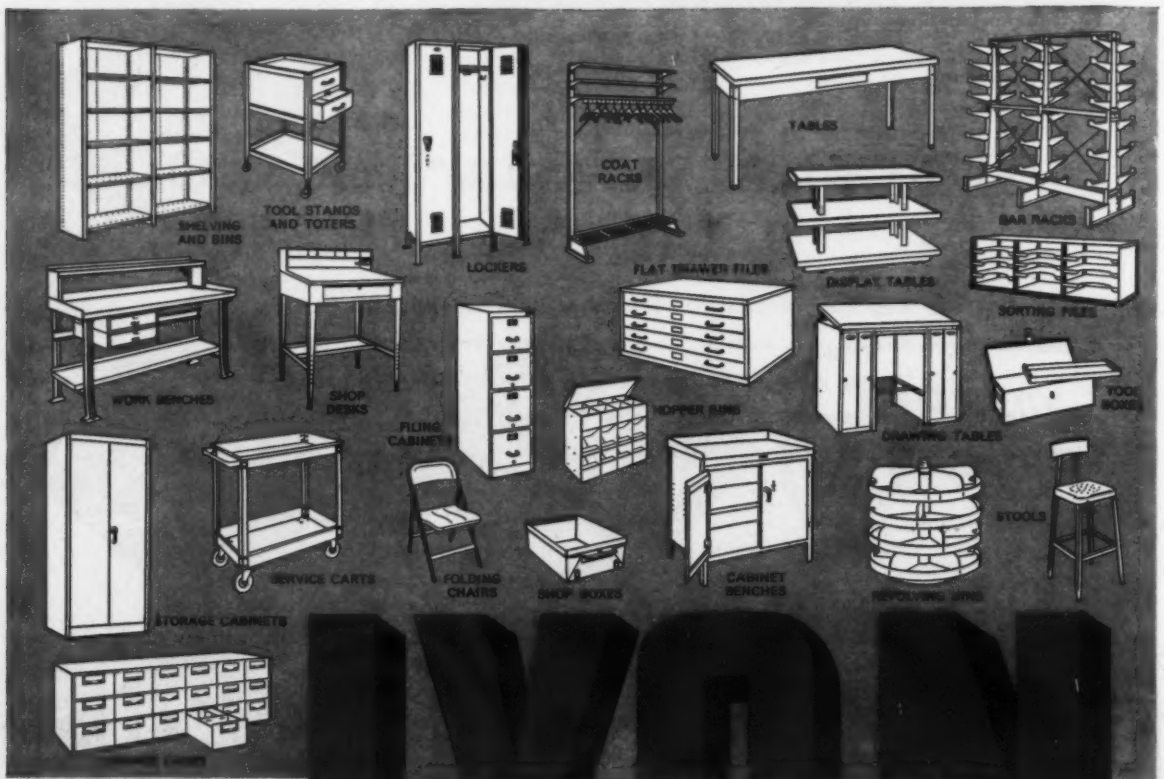

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Who's Who in the Auto Industry

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vice-pres.; H. Dale Jordan, treas., gen. mgr.; R. L. Maier, chief engr.; Frank Manley, parts & acc. mgr. **Adv. Agcy.**—Erwin, Wasey Advertising Agency, Oklahoma City, Okla. Mitchel Williamson, acct. exec.

FRUEHAUF TRAILER CO., 10940 Harper ave., Detroit 32, Mich. Truck trailers, truck bodies, truck tanks. Roy Fruehauf, pres.; H. R. Fruehauf, 1st vice-pres.; Fred Burnham, fin. exec. vice-pres.; Roy W. Jacobs, vice-pres., secy.; R. Rowan, contr.; F. S. Neumann, vice-pres. chge. sales; H. J. Biers, serv. mgr.; A. E. Williams, exec. vice-pres., dir. engrg. and mfg.; Neil McCracken, dir. pur.; A. L. Rich, traf. mgr.; Norman A. Rowe, dir. of adv. **Det. Rep.**—W. Dawe, W. Fort and Swain. **Adv. Agcy.**—The Allman Co., Inc., Detroit.

FRY PRODUCTS, INC., 2900 Coolidge Hwy., Detroit, Mich. Seat covers. W. L. Fry, pres., sales mgr.; Leo Easterman, vice-pres., chief engr.

FUELCHARGER CORP., 8800 Grinnell ave., Detroit 13, Mich. Gasoline injection systems for spark ignition engines, automatic speed-density air-fuel mixture controls, quick-come apart, easy clean nozzles, etc. Ben G. Parsons, pres.; M. D. Parsons, vice-pres., treas.; J. A. Mallory, secy.; J. J. Smith, chief engr. **Adv. Agcy.** F. W. Marschner, Fisher bldg., Detroit, Mich.

FULLER MFG. CO., Prouty st., Kalamazoo 13F, Mich. Truck transmissions. J. Seton Gray, chmn. of bd.; E. L. Ludvigsen, pres.; Harold E. Brey, exec. vice-pres.; W. E. Niness, vice-pres., sales; T. Backus, vice-pres., engrg.; E. A. Pullan, secy. and treas.; M. F. Payne, wks. mgr.; J. A. Packard, sales mgr. (original equip.); L. C. Butler, sales mgr. (serv.); B. S. Tooker, serv. mgr.; F. H. Havens, transmission engr.; R. B. World, pur. agt.; J. L. McDonald, asst. pur. agt. **Adv. Agcy.**—Curtiss, Quinlan, Keene & Peck, Inc., 1134 N. Pennsylvania st., Indianapolis, Ind.

FULLER TOOL CO., 4000 W. Eleven Mile rd., Berkley, Mich. Special cutting tools of high-speed steel and tungsten carbide, Walter Fuller, gen. mgr.; Wm. Fuller, prod. mgr.; Edward Fuller, sales mgr.; James, George and Ernest Fuller, all partners; John Marlin, pur. agt. **Adv. Agcy.** — Hall-Scott. John Rogers, acct. exec.

FULTON CO., THE, 1912 S. 82nd st., Milwaukee 14, Wis. Sun shields, trailer couplings and hitches, bumper clamps, retractable caster wheels, trailer tongue stands, mirror glare-shields, traffic light finders, boat tie-downs, frame bumper hitch, inside visors, general purpose winches and winch stands. A. L. Fulton, pres.; James Toussaint, vice-pres.; J. N. Johnson, secy. and pur. agt.; R. K. Smith, sales mgr.; G. E. Worcester, asst. sales mgr. **Adv. Agcy.**—Thorp Adv., West Allis, Wis.

FULTON SYLPHON DIV., Robertshaw-Fulton Controls Co., 2400 Cumberland ave., Knoxville 1, Tenn. Bellows, bellows devices, seals, automotive thermostats. John Robertshaw, pres.; F. G. Cross, vice-pres., gen. mgr.; J. R. Holcombs, asst. secy.; R. A. Sterling, asst. treas.; S. W. Steele, gen. oprns. mgr.; G. L. Ogdin jr., gen. sales mgr.; E. D. Rogers, adv. mgr.; C. D. Branson, chief engr.; Raphael Semmes, pur. agt.; F. W. Coker, asst. pur. agt.; J. R. Ruggles, pub. rel. mgr. **Det. Rep.** — George F. Schnell, 8406 W. McNichols rd., Detroit. **Adv. Agcy.** — Arndt - Preston - Chapin, Lamb & Keen, Inc., Philadelphia, Pa.

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G G SALES & MANUFACTURING CO., 5058 W. Wolfram st., Chicago 41, Illinois. Adjustable trunk-lid lash. E. Glave, pres.

G AND M BATTERY CO., INC., 2620 W. Warren ave., Detroit 8, Mich. Batteries (auto, bus, truck, industrial). Donald J. Coller, pres. and treas.; R. Gabryelski, vice-pres. and secy.

G. M. CO. MANUFACTURING, INC., 1308 43rd ave., Long Island City 1, N. Y. Tire and compression gauges, valve caps, tire valve tools, paint sprayers, tire pumps, valve grinders, drills, saws, wrench sets, arbors, chucks, drill attachments, hobby bench grinders, hobby hammers, hobby hand drills, 3-in-1 screw drivers, 4-in-1 screw drivers, 6-in-1 utility hammer, ball peen, 6-in-1 utility hammer claw; chisel sets. Geo. S. Iskyan, pres., treas., gen. mgr.; Leo G. Wolfensohn, vice-pres., sales mgr.

GABRIEL CO., 1148 Euclid ave., Cleveland 15, O. Direct acting shock absorbers. John H. Briggs, pres.; L. W. Klein, vice-pres. chge. of sales; P. Leone, vice-pres. chge. of oprns.; T. J. Riggs jr., exec. vice-pres.; C. R. Wefler, secy.-treas.; I. J. Samuelson, plant mgr.; Ralph H. Whisler jr., chief engr.; H. J. Christ jr., dir. of pur.; R. T. Hood, contr. **Det. Rep.**—E. A. Bachle, 2205 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—Keeling & Co., Inc. Chamber of Commerce bldg., Indianapolis, Ind.

GAGNIER FIBER PRODUCTS CO., 10151 Capital ave., Oak Park, 37, Mich. Fasteners for attaching trim and insulator panels, moulding, etc., to metal structure. George E. Gagnier, pres.; F. T. Gagnier, vice-pres.; N. M. McCubbin, secy-treas.; R. E. Scott, engr.

GALION ALLSTEEL BODY CO., S. Market, Galion, O. Hydraulic hoists, platform bodies, hydraulic tailgates, conversion hoists, semi-trailer bodies, garbage bodies, steel dump bodies, telescopic hoists, rock bodies. David Van Alystyne jr., chmn. of bd.; E. Paul Monroe, pres.; Oliver C. Henkel sr., vice-pres. sales and engrg.; Alfred Dangler jr., exec. vice-pres. mfg.; J. Robert Melish, secy-treas.; Ralph Deems, asst. treas. and asst. secy.; M. E. McLeod, contr.; E. E. Smalley, sales prom., adv. mgr.; D. J. Redmond, dir. of sales; Richard Heinlen, pur. agt.; H. Lust, per. dir.; D. G. Strothers, vice-pres.—Vault div.; A. J. Sagner, vice-pres.—Star div.; Fred Bizzantz, vice-pres. research and development. **Adv. Agcy.**—Palm & Patterson, Cleveland, O.

GALION INTERNATIONAL, INC., 1042 Dean st., Brooklyn 38, N.Y. Dump bodies and hydraulic hoists, load-evators, package dump trailers. Max Raskin, pres., treas.; Barnett Parker, vice-pres., pur. agt.; Leon Raskin, secy.; J. Seigel, works mgr.; Wm. Raskin, sales mgr.; Daniel Giannetti, traf. mgr. **Adv. Agcy.**—Givaudan Advertising, Inc., New York, N. Y.

GANTNER INDUSTRIES, INC., 5726 Dempster st., Morton Grove, Ill. Metal and plastic Kleenex tissue dispensers, auto Kleen-site for windows and windshields. Edward G. Gantner sr., pres.; Robert J. Gantner, vice-pres.; Edward G. Gantner jr., treas.; A. W. Klobucar, secy. **Det. Rep.**—Dwight M. Nelson Corp., 1410 Fisher bldg., Detroit, Mich.

GARDNER DISPLAYS CO., 467 Melwood st., Pittsburgh 13, Pa. Traveling shows, expandable truck bodies, exhibits, animated models, training aids, point of sale displays. M. C. Stetter, chmn. of bd.; G. C. Stetter, pres.; J. M. Crookston, secy.-treas.; Edward DeLuca, vice-pres. sales. **Det. Rep.**—Gardner Displays Co., Frank T. Noftz, 810 Book Tower bldg., Detroit 26. **Adv. Agcy.**—Vic Maitland & Associates, 2 Gateway Center, Pittsburgh, Pa. Hugh MacDonald, acct. exec.

GAR WOOD INDUSTRIES, INC., Wayne, Mich. Hydraulic hoists, dump bodies, load-packer refuse collection bodies, power take-offs, elevating end-gates, pole derricks, hydraulic pumps, truck cranes, hydraulic snow plow controls, truck winches, automotive wheel trim. E. F. Fisher, pres.; M. G. Peck, vice-pres., sales; J. W. Considine, secy.-treas.; H. H. Hippler, gen. sales mgr., truck equipment; D. J. Davis, gen. sales mgr., construction equipment; R. W. Zahniser, adv. and sales prom. mgr.; G. H. Bickley, asst. sales prom. mgr.; A. J. O'Brien, vice-pres., engrg.; J. R. Hager jr., vice-pres., mfg.; W. A. Glimn, dir. of pur.; R. G. Hostetter, dir., indl. rel. **Adv. Agcy.**—Meldrum & Fewsmith, Inc., Cleveland, O. E. H. Mammen, acct. exec.

GATES RUBBER CO., THE, 999 S. Broadway, Denver 17, Colo. Fan belts, radiator and heater hose for cars and trucks and fractional HP belts for light machinery and equipment. C. C. Gates, pres.; John Gates, secy.-treas.; Charles Korsoski, vice - pres. (automotive and hardware div.); D. D. Minshall, sales mgr. (automotive div.); Ralph Heckman, vice-pres., dir. of adv.; Stan Johnson, auto adv. mgr.; Harry D. Brown, dir. of pur.; W. H. Button, traf. mgr.

GATES MFG. CO., INC., 415 W. 11th st., Indianapolis 7, Ind. Automobile seat covers. R. E. Gates, pres.; J. M. Kline, vice-pres., sales mgr.; Vere Ransdell, treas., pur. agt.; Franklin Kreps, works mgr. **Adv. Agcy.**—Sass & Sogard, Indianapolis, Ind. Larry Sogard, acct. exec.

GAY-LORD AUTOMOTIVE DIV., Gaylord-Shelton, Inc., 1918 Prairie ave., Chicago 16, Ill. Wire wheel discs, wheel discs, headlight domes, other automotive items and accessories. R. K. Gaylord, pres.; Irving Richard Green, exec. vice-pres.; James K. Gaylord, vice-pres.; James R. Cunningham, sales mgr. **Adv. Agcy.**—Rothbardt & Haas Adv. Inc., 154 E. Erie, Chicago, Ill. A. M. Rothbardt, acct. exec.

GEAR GRINDING MACHINE CO., 3901 Christopher, Detroit 11, Mich. Universal joints (constant velocity); geargrind machines for grinding gears, splines, rods, serrations, contract custom grinding, Detroit Screwmatic 750 (single spindle automatic screw machine), etc. E. D. Leon, pres.; D. D. Felske, vice-pres. sales; P. C. Denman, treas.; R. J. Welke, pur. agt.; W. F. Wilson, exec. vice-pres. **Adv. Agcy.** — Holden-Chapin-LaRue, Inc., Detroit. Robt. LaRue, acct. exec.

GEHRINGER & FORSYTH, 16151 James Couzens hwy., Detroit 21, Mich. Wool and synthetic fabrics, genuine leather, imitation leather, carpeting, functional decorative plastics, upholstery buttons, wire mesh belts, alloy baskets and fabrication. Ray E. Forsyth, pres.; Charles L. Gehringer, vice-pres.; Earl R. Forsyth, treas.

GEM MFG. CO., 2535 S. State st., Chicago 16, Ill. "Caddy" headlight rims, headlight and fender trims, bull noses, grille and hood ornaments, and bicycle ornaments. Sam Menashe, pres.; Lillian Menashe, secy.-treas.

GEMMER MFG. CO., Div. of Ross Gear and Tool Co., Inc., 6400 Mt. Elliott ave., Detroit 11, Mich. Steering gears. M. R. Liles, gen. mgr.; Charles F. Hammond, chief engr. research and development; A. L. Edwards, contr.; George Bissett, sales mgr.; Charles Schook, serv. mgr.; Frank I. Webster, pur. agt.; A. D. Lawson, asst. pur. agt.

GENERAL ARMATURE & MFG. CO., Lock Haven, Pa., Mill Hall, Pa. and Atlanta, Ga. Armatures, generators, starters, field coils, fractional horsepower motors and electric rotating motors designed for special application. W. J. Skamarak, exec. vice-pres. and gen. mgr.; A. D. Mehall, treas. and contr.; A. C. Potratz, secy., asst. treas. and works mgr.; D. R. Richardson, sales mgr.; L. H. Yoxtheimer, asst. sales mgr.; W. H. Lee, engrg.; L. B. Brown, pur. agt. **Adv. Agcy.**—Cahn-Miller, Inc., 413 N. Charles, Baltimore 1, Md.

GENERAL AUTOMOTIVE SPECIALITY CO., INC., 10-40 45th ave., Long Island City 1, N. Y. Switches for starting, lighting and ignition. Ben F. Hermann, pres.; Eugene Herman, works mgr.; Abe Jaffe, chief engr.; Paul Mannina, pur. agt. **Det. Rep.**—Mark L. Berman, 2722 Webb ave.

GENERAL ELECTRIC CO., Miniature Lamp Dept., Nela Park, Cleveland 12, O. "All-Weather" headlamps, utility lamps, spotlights, truck, miniature signal utility lamps and glow lamps. K. G. Reider, gen. mgr.; W. H. Robinson jr., mgr. marketing; J. W. Fleischer, mgr. Motor City Sales dist. **Adv. Agcy.** — Batten, Barton, Durstine and Osborn, Inc., Cleveland, O. Horace Curtis, acct. exec.

GENERAL FINANCE CORP., 1301 Central st., Evanston, Ill. Automobile financing, small loan and insurance. Byron S. Coon, chmn. of bd.; Ray E. Titus, vice-chmn. of bd.; E. F. Wonderlic, pres.; R. B. Scott, fin. vice-pres.; F. J. Csar, vice-pres., gen. counsel; P. H. Brown, E. O. Giesel, J. R. Chapline, E. S. Reinhard, R. J. Trenkmann, vice-presidents; W. F. Barclay, treas.; G. K. Grabbe, secy.

GENERAL GRILLE CO., 2111 S. Michigan ave., Chicago 16, Ill. Replacement radiator grilles. Howard A. Winkelman, pres., gen. mgr.; Robert B. Winkelman, vice-pres., secy. and pur. agt.; Laurance Wolfman, traffic mgr.; Anthony Antonini, works mgr.

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Who's Who in the Auto Industry

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GENERAL MOTORS ACCEPTANCE CORP., 1775 Broadway, New York 19, N. Y. Sales financing. Charles G. Stradella, pres.; G. ArDee Ames, James D. Deane and Charles P. Fiske, exec. vice-presidents; Wilcox B. Adsit, Gavin Brackenridge, James A. Callan, Allan M. Casey, Thomas F. Gentleman, E. E. Hutcheson, C. P. Richards, Elmer C. Sanders, W. G. Schick, Albert P. Slocum, Thomas W. Towell, J. O. Zimmerman, vice-presidents; James J. Hanley, compt.; Allan S. Brush, treas.; William D. Rhew, secy. **Adv. Agcy.**—Campbell-Ewald Co., Inc., New York, N. Y.

GMC TRUCK & COACH DIV., 660 South blvd., E., Pontiac, Mich. Light, medium and heavy trucks (gas and diesel); intercity and parlor coaches (gas and diesel); parts for above. P. J. Monaghan, gen. mgr.; T. E. Wilson, gen. mfg. mgr. V. P. Blair, div. compt.; R. C. Woodhouse, gen. sales mgr. (trucks); J. P. McManus, dir. of pur.; C. V. Crockett, chief engr.; E. P. Crenshaw, gen. sales mgr. (coaches); E. A. Maxwell, pers. dir.; B. W. Crandell, dir of pub. rel.; H. T. DeHart, merch. mgr.; E. W. Hall, adv. mgr. (coaches); E. W. Allen, asst. chief engr.; Sheldon Little, asst. chief engr.; A. A. Shantz, Fed. Gov't. sales mgr. (trucks); W. L. VandeWater, exec. asst. to gen. mgr. in chge. of dir. rel.; J. M. Gilroy, asst. gen. sales mgr. (trucks); G. W. Sheldon, asst. gen. sales mgr. (trucks); R. K. Russell, asst. dir. of pur.; A. B. Campbell jr., eastern reg. mgr. trucks); J. B. Mosely, southern reg. mgr. (trucks); G. R. Blackburn, central reg. mgr. (trucks); J. E. Singer, western reg. mgr. (trucks); R. H. Gillespie, fleet sales mgr. (trucks). **Adv. Agcy.** — Kudner Agency, Inc., 575 Madison ave., New York, N. Y.

GENERAL MOTORS CORP., 1775 Broadway, New York 19, N. Y.; General Motors bldg., Detroit 2, Mich. Automobiles, trucks, diesel locomotives, diesel marine and industrial engines, aviation motors, electric refrigerators, electric motors and products pertaining thereto. Albert Bradley, chmn.; Harlow H. Curtice, pres.; Frederic G. Donner, exec. vice-pres., chmn. of fin. policy comm.; Ivan L. Wiles, exec. vice-pres. of dir. rel.; Louis C. Goad, exec. vice-pres. in chge. of auto and parts divs.; Charles A. Chayne, vice-pres. chge. engrg. staff; Edward N. Cole, vice-pres., gen. mgr. Chev. div.; Robert M. Critchfield, vice-pres. chge. process dev. staff; John J. Cronin, vice-pres. chge. mfg. staff; Anthony De Lorenzo, vice-pres. chge. of pub. rel. staff; Nelson C. Dezendorf, vice-pres., gen. mgr. electromotive div.; Harley J. Earl, vice-pres. chge. styling staff; James E. Goodman, vice-pres., gen. mgr. Fisher Body div.; R. Samuel McLaughlin, vice-pres., chmn. of bd. of GM of Canada, Ltd.; John F. Gordon, vice-pres. chge. of assem. and body group; Lawrence R. Hafstad, vice-pres. chge. of res. staff; Henry M. Hogan, vice-pres., gen. counsel; Ellis S. Hoglund, vice-pres., asst. gen. mgr. GM Overseas div.; William F. Hufstader, vice-pres. chge. of distr. staff; Thomas H. Keating, vice-pres. pass. car div.; Carl H. Kindl, vice-pres. chge. overseas and Canadian group; Semon E. Knudsen, vice-pres., gen. mgr. Pontiac div.; Roger M. Kyes, vice-pres. chge. of Dayton, household appl. and GMC truck group; Herman F. Lehman, vice-pres., gen. mgr. frigidaire div.; Philip J. Monaghan, vice-pres., gen. mgr. GMC Truck and Coach div.; Edward B. Newill, vice-pres., gen. mgr. Allison div.; Cyrus R. Osborn, vice-pres., chge. engine group; Edward T. Ragsdale, vice-pres., gen. mgr. Buick div.; Edward Riley, vice-pres., gen. mgr. Overseas div.; James M. Roche, vice-pres., gen. mgr. Cadillac div.; George Russell, vice-pres., chge. of fin. staff; Louis G. Seaton, vice-pres., chge. of pers. staff; Sherrod E. Skinner, vice-pres., chge. of access. group; Clarance Stanley, vice-pres., chge. of pension fund and invest. coordinator; Jack F. Wolfram, vice-pres., gen. mgr. Oldsmobile div.; Richard C. Gertenberg, treas.; Ralph C. Mark, comptr.; George A. Brooks, secy.

GENERAL MOTORS OF CANADA, LTD., William st. E., Oshawa, Ontario, Canada. Cars, trucks and automobile engines. Edwin H. Walker, pres. and gen. mgr.; E. J. Umphrey, vice-pres. and dir. of sales; H. E. Pierson, asst. secy.; F. W. Correll, asst. treas.; G. W. Read, mfg. mgr.; W. D. Fielding, asst. dir. of sales, eastern region; L. A. Hastings, asst. dir. of sales, western region; D. M. Mackinnon, adv. mgr.; J. T. Glover, sales prom. mgr.; A. C. Clifford, gen. serv. mgr.; E. F. Armstrong, chief engr.; E. B. Vesey, gen. pur. agt.; F. I. Gibson, gen. parts & acc. mgr.; T. H. Coppin, traf. mgr.; W. E. Austin, pub. rel. mgr. **Adv. Agcy.**—MacLaren Advertising Co., Ltd., Toronto, Ontario. E. V. Rechnitzer, acct. exec.

GENERAL OUTDOOR ADVERTISING CO., INC., Harrison and Loomis sts., Chicago 7, Ill. Electric and other types of identification signs, maintain and service. Burr L. Robbins, pres.; George W. Caspari, vice-pres. in chge. sales; Donovan M. Olson, secy-treas.; Ulick H. Burke, vice-pres. in chge. branch oprns.; George F. Vesley, sales prom. dir.; Arnold Keeley, pur. agt.; Leonard W. Trester, pub. rel. mgr. **Det. Rep.**—Robert E. Sebert, 5-148 General Motors bldg., Detroit 2, Mich. **Adv. Agcy.**—McCann-Erickson, Inc., 318 S. Michigan ave., Chicago 4, Ill. Walter C. Krause, acct. exec.

GENERAL PETROLEUM CORP., 612 S. Flower st., Los Angeles 54, Calif. Gasolines, lubricating oils and greases. R. L. Minckler, pres.; J. A. Grace, secy.; P. S. Magruder, exec. vice-pres.; T. P. Simpson, vice-pres., dir. of mfg.; B. F. Ball, vice-pres., dir. of mktg.; J. T. Durkee, treas.; F. C. Meunier, mgr. adv. and sales prom.; P. J. Whiteley, pur. agt.; James Ross, asst. pur. agt.; G. H. Supple, vice-pres., dir. of transportation, W. B. Curtis, pub. rel. mgr. **Adv. Agcy.**—Stromberger, LaVene, McKenzie, 600 S. Lafayette Park Place, Los Angeles 57, Calif.

GENERAL RADIATOR, INC., Mt. Vernon, Ill. Radiators, radiator cores, oil coolers, heat transfer equipment. Malcolm E. Henning, pres.; gen. mgr.; George N. Olson, vice-pres.; Jacqueline Osterman, secy. and treas.; Kenneth A. Olson, wks. mgr.; David Schafale, chief engr.; O. G. Hulsey, pur. agt. **Adv. Agcy.**—Carney Advertising Agency, Inc., Milwaukee 3, Wis.

GENERAL TIRE & RUBBER CO., 1708 Englewod ave. at Holmes st., Akron 9, O. Automobile, truck, farm, airplane, industrial tires and tubes; tire fabrics; tools and machines; jet assist take-off units; missile rockets; rocket chemicals; mechanical goods; plastics; moving pictures. W. O'Neil, chmn. of the bd. and pres.; M. G. O'Neil, exec. asst. to the pres.; T. F. O'Neil, C. J. Jahant, L. A. McQueen, D. A. Kimball, H. A. Bellows, J. E. Powers, H. M. Dodge and C. F. O'Neil, vice-presidents; F. W. Knowlton, secy.; T. S. Clark, treas.; J. L. Mead, dir. of mfg.; L. L. Higbee, trade sales mgr.; A. R. Carr, mgr. automobile tire sales; K. A. Dalsky, commercial sales mgr.; R. H. Harrington, adv. dir.; J. G. Ragsdale, adv. mgr.; S. M. Cramer, asst. adv. mgr.; Ken Dight, sales prom. mgr.; H. E. Pike, mgr. Kraft system; D. A. Kepler, dir. of pur.; J. J. Goldie, dir. of distribution; Richard Bailey, traf. mgr.; E. B. Butler, pub. rel. dir. **Det. Rep.**—Don E. Casterline, branch sales mgr.; J. J. Mulcahy, W. A. Mays, Hal E. Glass, mfrs. sales, 5919 Cass ave., Detroit, Mich. **Adv. Agcy.**—D'Arcy Advertising Co., Cleveland, O. S. P. Seward, acct. exec.

GENEVA MFG. CO., P. O. Box 350, Geneva, Ill. and N. Woodbury rd., South Elgin, Ill. Parts catalog holders or racks and salesman's carrying cases. Rhoades V. Newbell, pres.; Carl Leathers, works mgr.

GEOMETRIC TOOL CO. DIV., Greenfield Tap & Die Corp., Blake and Valley sts., New Haven 15, Conn. Die heads and taps, chasers for geometric die heads and taps, chaser grinding fixtures. D. G. Millar, pres.; John Watson, gen. mgr.; F. O. Mavis, compt.; James Broderick, sales mgr.; R. C. Helbig, adv. mgr.; D. P. Robinson, pur. agt.; **Det. Office**—2870 E. Grand blvd., Detroit 2, Mich. **Adv. Agcy.**—Richard Bruce, Inc., Greenfield, Mass. Richard R. Bruce, pres., acct. exec.

GERRARD STEEL STRAPPING DIV., United States Steel Corp., 2915 West 47th st., Chicago 32, Ill. Steel Strapping, round and flat, steel strapping equipment and accessory items. H. G. Walter, pres.; H. M. Reed, vice-pres. sales; Miss G. Muth, secy.; A. R. Vogt, treas.; A. E. Johnson, asst. sales; R. R. Wyckoff, adv. mgr.; E. C. Barker, chief engr.; K. A. Smith, dir. of pur.; G. E. Lloyd, traf. mgr. **Det. Rep.**—C. L. Rettich, 6432 Cass ave. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, Inc. Grant bldg., Pittsburgh 19, Pa. H. E. Otto acct. exec.

GERSTENSLAGER CO., E. Bowman st., Wooster, O. Automotive stampings, custom built bodies (trucks). E. P. Martin, pres.; K. C. Deacon, vice-pres., gen. mgr.; R. K. Shoolroy, vice-pres.; E. M. Martin, secy. and treas.; W. D. Johns, sales mgr., adv. mgr.; H. F. Stull, pur. agt.; E. M. Gordon, chief engr.; F. Eaton, traf. mgr.

GILBERT & BARKER MFG. CO., Cold Spring ave., West Springfield, Mass. Automotive lubrication equipment (hand operated), air compressors, hydraulic lifts, gasoline pumps, oil burners, oil heating equipment. I. C. Jacobs, pres.; T. C. O'Donnell, exec. vice-pres.; J. A. MacDonnell, sales mgr.; E. A. Sundburg, vice-pres., treas.; W. S. Hendry, secy., asst. treas.; Lawrence Marchese, asst. sales mgr.; R. B. White, adv. mgr.; H. O. Grimmelsen, works mgr.; H. D. Foss, pur. agt.; W. H. Albro, asst.; Wm. Hocker, traf. mgr. **Det. Rep.**—D. F. Gray, 11220 Ashbury st., Cleveland, O. **Adv. Agcy.**—McCann-Erickson, Inc., New York, N. Y. Geo. Bisler, acct. exec.

GITS MOLDING CORP., 4600 W. Huron st., Chicago 44, Ill. Custom injection plastic molding; Crystal-Seal and Multiple-Shot. Pik-Nik-Pak sets, flashlights, pocket knives, switch plates, Protect-shields, Paper-Kaddy memo cases, key containers, key tags. J. P. Gits, pres. and gen. mgr.; J. A. Gits, vice-pres. and treas.; Wm. G. Bacon, gen. sales mgr.; J. A. Gits jr., pur. agt. **Adv. Agcy.**—L. W. Byrnes & Company, Chicago, Ill.

GLAMUR PRODUCTS, INC., 1024-26 Montgomery st., Syracuse 3, N. Y. Instant car upholstery cleaner. Jack B. Hosid, pres.; Bernard Sarkin, vice-pres.; Gerald Grillis, secy.; Sol C. Loeb, treas.; Jerry Kearney, sales mgr.; Barbara Richards, adv. mgr. **Det. Rep.**—Leonard Fox, 24251 Manistee, Oak Park 27, Mich. **Adv. Agcy.**—Grey Advertising Agency, 430 Park ave., New York, N. Y. Joseph Reda, acct. exec.

GLASER LEAD CO., INC., 31 Wyckoff ave., Brooklyn 37, N. Y. Acid core solder, body solders, hot tinning sticks and powder, cold tinning compound, aluminum cold tinning compound, soldering salts and fluxes, babbitt metals, radiator acid brushes. Simon Glaser, pres.; Robert Glaser, vice-pres.

GLASS CENTER ENTERPRISES, INC., 128 Summit, Toledo 4, O. Portable glass scratch polisher, glass storage racks. Howard R. Sattler, pres., treas., and gen. mgr.; M. C. Sattler, vice-pres.; Arthur W. Weber, secy.

GLASS LABORATORIES, INC., 863 68th st., Brooklyn 20, N. Y. Magnetic auto utility trays, silvatrim-door edge and protector. Abraham Shanok, pres.; Jesse P. Shanok, vice-pres.; Victor Shanok, secy.-treas. **Adv. Agcy.**—Furman Co., New York, N. Y.

GLOBE HOIST CO., 1000 E. Mermaid lane, Philadelphia 18, Pa.; also E. First and Court ave., Des Moines 6, Ia.; also 1401 Canal ave., Long Beach, Cal. Hydraulic auto, bus and truck hoists; industrial production and loading dock lifts and ramp levelers, hydraulic elevators. F. W. Swanson jr., chmn. of bd., chmn. exec. comm.; F. L. Bredimus, pres., treas.; C. W. Brayton, secy.; Argus Leidy, vice-pres. in chge. export sales and adv.; John R. Queen, vice-pres. in chge. west coast oper.; C. A. Starr, asst. treas.; E. E. Gunton, asst. secy.; A. T. Browne, chief engr.; J. R. Burg, works mgr., Phila.; G. L. Talbot, plant mgr., Des Moines; William Craig, pur. agt. **Det. Rep.**—M. T. Obee, 1412 Stadium blvd., Ann Arbor, Mich. **Adv. Agcy.** — The Eldridge Co., Philadelphia, Pa., John Eldridge, acct. exec.

GLOBE-UNION INC., 900 E. Keefe ave., Milwaukee 1, Wis. Storage batteries, spark plugs. C. O. Wanvig sr., pres. and chmn. of bd.; G. C. French and C. O. Wanvig jr., vice-presidents; Wm. Wanvig, secy.; R. W. Conway, treas.; E. T. Foote, vice-pres., sales; W. E. Anderson, vice-pres., battery sales; W. B. Fyffe,

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MERCURY TURNPIKE CRUISER

Spotlights VICKERS PUMPS FOR POWER STEERING

Vickers' new VT-27 model pump supplies the power for steering Mercury's luxurious 1957 Turnpike Cruiser. This pump has excellent performance characteristics and a compactness that simplifies space problems.

The VT-27 design incorporates a pressure lubricated sleeve type bearing in place of the previous ball bearing, reducing cost without sacrificing performance, sound or life characteristics. Advance-minded engineering like this is one of the reasons why more and more automotive manufacturers are selecting Vickers power steering pumps.

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ENGINEERS AND BUILDERS OF OIL HYDRAULIC EQUIPMENT SINCE 1921

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vice-pres., special accounts; Paul W. Leighton, adv. mgr.; J. F. Harper, vice-pres. and chief engr.; J. J. Firer, traf. mgr.; H. Wilde, pub. rel. dir. **Det. Rep.**—J. T. Redmon, Suite 5-168 General Motors bldg. **Adv. Agcy.** — Klau-Van Pietersom-Dunlap Associates, Inc., Milwaukee, Wis. George Callos, John Luick, acct. execs.

GLOSTEX PRODUCTS, INC., 1632 South Indiana ave., Chicago 16, Ill. Automobile seat covers. I. Herman, pres.

GOERLICH'S INC., 619 Smith st., Toledo 1, O. Passenger car mufflers, Hollywood-type mufflers, exhaust pipes, tail pipes, dual and header exhaust systems, clamps, brackets; tail pipe extensions, heavy service truck, tractor, bus mufflers and exhaust systems. John E. Goerlich, pres.; Byron H. Harris, vice-pres. in chge. of sales; Robert W. Gibson, secy. **Det. Rep.**—Ed Grosse. **Adv. Agcy.**—Gray & Rogers, Philadelphia, Pa. Frank Itgen, acct. exec.

GOODALL-SANFORD INC. (Member of Burlington Industries, Inc.), Goodall Fabrics Div., 301 N. Eugene st., Greensboro, N. C. Woven automotive upholstery fabrics. Goodall Vinyl Fabrics Div., Reading, Mass. Vinyl coated fabrics for automotive interior trim. George E. Norman jr., exec. vice-pres.; Peter P. Shea, vice-pres., gen. mgr. **Det. Rep.**—Gehringer & Forsyth, 16151 James Couzens hwy.

GODDISON MFG. CO., P. O. Box 128, Rochester, Mich. Polishing equipment and supplies, polishing compounds for lacquer and enamels. F. A. Weihe jr., pres., gen. mgr.; J. K. Yount, vice-pres., G. G. Germaine, secy.-treas.; H. J. Breithart, sales mgr.

GOODREN PRODUCTS CORP., 263-273 William st., Englewood, N. J. Transparent plastic self-sticking signs, posters and three dimensional displays. R. H. Goodman, pres.; O. Morley Tanney vice-pres., sales mgr. **Det. Rep.** — Clyde Myers, 224 Penobscot bldg., Detroit 26, Mich. **Adv. Agcy.** — Hoffman-Manning, New York. Herb Kautman, acct. exec.

GOODRICH INDUSTRIAL PRODUCTS CO., B. F., 500 S. Main st., Akron, O. Hose, belting, tank lining, miscellaneous molded parts and Koroseal materials. Clyde, O. DeLong, pres.; Rollin D. Hager, vice-pres. mfg.; Robert V. Yohe, vice-pres. sales; J. Gerber Thompson, treas.

GOODRICH SPONGE PRODUCTS, B. F., Shelton, Conn. Open and closed cell industrial cellular rubber in cord, tube, molded strips, windlace, die-cut shapes, and molded forms; Latex foam seat toppers and backs; rubberized hair for upholstery cushioning and package cushioning; Urethane foam and vinyl foam visors, dash pads, arm rests, etc. F. M. Daley, pres.; W. R. Todd, vice-pres.; M. Kilduff, secy.; E. L. Worfolk, treas.; W. S. Daley, gen. mgr.; L. H. DeWyk, works mgr.; J. K. Strobel, sales mgr.; J. Hill, asst. sales; J. J. Corrigan, adv., sales prom. and pub. rel. mgr.; G. Sprague, chief engr.; R. Nicol, pur. agt.; E. O'Connell, traf. mgr. **Det. Rep.**—A. G. Brodie, Banian Corp., 631 New Center bldg. **Adv. Agcy.**—Cunningham & Walsh, New York, N. Y. Roy Gorski, acct. exec.

GOODRICH TIRE CO., B. F., 500 S. Main st., Akron, O. E. F. Tomlinson, pres.; J. E. Gulick, vice-pres., mfg.; Guy Gundaker jr., vice-pres., replacement sales; J. T. Callahan, vice-pres., equipment sales; W. F. Bowman, treas.

GOODYEAR TIRE & RUBBER CO., INC., 1144 E. Market st., Akron 16, O. Tires, tubes, Industrial Rubber Products, aviation products, Pliofilm, Airfoam, rubber flooring, rims, shoe products. P. W. Litchfield, chmn. of bd.; E. J. Thomas, pres.; C. C. Gibson, vice-pres. auto. prod. div., Akron, O. **Det. Rep.**—P. K. Coe, vice-pres.; J. A. Lawrence, J. A. Lucas, J. C. Wright jr., R. H. Horner, G. I. McBain, R. A. Smart, W. L. Minor, R. S. Harper, C. L. Seith, R. C. Nelson, R. F. Tomkinson and J. J. Buckley.

GOULD - NATIONAL BATTERIES, INC. First National Bank bldg., St. Paul 1, Minn. Automotive storage batteries. A. H. Daggett, pres.; H. G. Barnes, vice-pres., sales; C. R. Bachman, secy.; E. F. Cary, treas.; A. Sedgwick, vice-pres., compt.; H. J. McKay, vice-pres., prod.; F. H. Harris, brand sales mgr.; N. R. Faraje, R. W. Stoll, natl. acct. sales; G. B. Wiegand, adv. mgr.; R. I. Bost, chief engr.; B. T. Rabuse, pur. agt.; L. Martin, traf. mgr. **Adv. Agcy.** — E. T. Holmgren, Inc., St. Paul 1, Minn. E. T. Holmgren, acct. exec.

GRAMM TRAILER CORP., Lima, O. Semi trailers, bulk cementers and flour vans, liquid transport tank trailers. Leonard Strick, pres.; Gordon J. Sliter, gen. mgr., treas.; G. P. Miller, chief engr.; V. D. Buchanan, pur. agt.; R. E. Linson, serv. mgr.; R. L. Osmun, factory sales mgr.

GRAND AUTOMOTIVE PRODUCTS, 2055 Ruby, Melrose Park, Ill. Dual systems, dual header systems, rear outlet manifold dual systems, steel pack mufflers, fiberglas pack mufflers, muffler clamps and factory duplicate muffler and tailpipe hangers. R. Uslander, pres.; Glen Chapel, gen. mgr.; Geo. Christiansen, works mgr.; Joe Smith, sales mgr., sales prom. mgr.; Ed Rawsen, chief engr.; R. Schultz, pur. agt. **Adv. Agcy.**—A. Martin Rothbardt, Chicago, Ill.

GRAND SPECIALTIES CO., 3101 W. Grand ave., Chicago 22, Ill. Clamps, door holders, shop caddy, Fork-Lift Stacker, portable shop cranes, elevators and dumpers. A. M. Saugen, pres. and treas.; M. F. Saugen, vice-pres.; T. A. Mayer, secy.; Wm. T. Bardouski, sales mgr.; F. H. Hopfeld, chief engr. and pur. agt. **Adv. Agcy.**—Stoetzel & Associates, Chicago, Ill.

GRAPHIC SYSTEMS, 55 W. 42nd st., New York 36, N. Y. Graphic visual control systems for inventory, sales, scheduling, production, etc. in the automotive industry. Hines Hatchett, pres., gen. mgr. and sales mgr.; Jack Gallagher, secy. and treas. Victor Pribil, chief engr.

GRAPHO PRODUCTS, INC., Box 8406, Lawrence 26, Ind. Automotive water pumps, pump parts, packing, starting cranks. D. I. Smith, pres. and treas.; C. A. Wohlberg, vice-pres.; D. E. Hancock, secy.-treas., factory mgr.; V. W. Garrison, pur. agt.

GRAY COMPANY, INC., 60 Eleventh ave., N. E., Minneapolis 13, Minn. Lubricating equipment, service equipment, work benches, oil dispensing equipment, motor oil pumps, paint and mastic pumps and spray equipment, etc. L. L. Gray, pres., treas. and gen. mgr.; H. A. Murphy, vice-pres.; R. J. Gray, chief engr., secy.; T. N. Berquist, asst. treas.; R. V. Gray, works mgr.; A. I. Schweppe and E. L. Niederloh, sales mgrs.; S. A. Fletcher, adv. and sales prom. mgr.; M. J. Endsley, serv. mgr.; W. F. Bloedow, pur. agt. **Det. Rep.**—Norman J. Levey, 2699 W. Grand blvd., Detroit 8. **Adv. Agcy.**—Alfred Colle Co., Minneapolis, Minn.

GRAYMILLS CORP., 3705 N. Lincoln ave., Chicago 13, Ill. Parts cleaning machines, cold cleaning solvents, cleaning brushes. Raymond Hollis, pres.; Earl Scheibe jr., vice-pres. and works mgr.; E. Roels, sales mgr.. **Adv. Agcy.**—Ross Llewellyn, Chicago, Ill.

GRAYSON TOOL CO., Mail P. O. Box 528, Hastings, Neb. Bloguns, sprayer cleaners, piston ring compressors, hand oilers, air hose, air line fittings, hose clamps, heater hose, portable air tanks, screw starters. Distributors of Petersen Vise Grip wrenches, Tru-Flate products, Hanson Compression and Vacuum testers, timing lights. A. G. Phillips, pres. and sales mgr. **Adv. Agcy.** — Buchanan Thomas Adv., Omaha, Neb.

GREAT AMERICAN INDUSTRIES, INC., Rubatex Div., Bedford, Va. Closed cellular rubber; closed cellular vinyl sheets; vinylfoam. R. A. Pritzker, pres.; Donald A. Levine, gen. mgr.; L. E. Wurster, secy.-treas.; W. C. Walters, acting sales mgr.; C. O. Mitchell, engr.; L. G. Norman, works mgr.; Mary B. Dean, pur. agt.; L. A. Menning, traf. mgr.; H. E. Fisher, div. contr. **Det. Rep.**—R. B. Harper Co., 814 Fisher bldg. **Adv. Agcy.**—Houck and Co., Roanoke, Va. Jeannette G. Thorne, acct. exec.

GREAT DANE TRAILERS, P. O. Box 1159, Savannah, Ga. Trailers (cargo vans, refrigerated vans, flat bed trailers, tank trailers, truck bodies. George A. Mercer jr., chmn. of the bd.; Christopher Hammond jr., pres.; George A. Mercer III, vice-pres.; Brooke Reeve jr., vice-pres.; L. H. Cassell, secy.; S. J. Kennard, sales mgr.; A. D. Williams, adv. mgr.; C. A. Inglesby, mgr. structural dept.; R. A. Jewell, chief engr.; J. A. Griner, serv. mgr.

GREAT LAKES BROACH, INC., 25800 Groesbeck hwy., Roseville, Mich. Complete line of broaching tools, production broaching and jet engine parts mfg. Albin F. Fallon, pres.; Chester J. Fallon, vice-pres.; H. Howard, chief engr.; Christine Sherman, pur. agt. **Adv. Agcy.**—J. DuMahaut, Book bldg., Detroit 26, Mich.

GREAT LAKES CHEMICAL CO., P. O. Box No. 173, Canton, O. Chrome cleaner and chrome protector. Paul L. Hoge, sales mgr

GREAT LAKES STEEL CORP., Div. of National Steel Corp., Tecumseh rd., Ecorse, Detroit 29, Mich. Hot and cold rolled sheets and strip, carbon and alloy bars, N-A-X high tensile steels. Paul Carnahan, pres.; Ross Wilkins, vice-pres., sales.

GREAT PRODUCTS, INC., P. O. Box 57, Fenton, Mich. Radiator pressure tester, radiator stop leak for franchises and industrial use, head gasket sealer. Fred D. Barton, pres.; Ethel A. Barton and Florence Gow, vice-presidents; William L. Christiansen, secy.-treas.; **Sales Rep.**—Great Products, Inc. and Bar's Products of Mich., 5871 S. Telegraph, Dearborn 9.

GREENE MFG. CO., INC., 1028 Douglas ave., Racine, Wis. Automotive grilles, stampings, mouldings. J. M. Hamilton, pres., treas.; G. T. McNamara, vice-pres. and pur. agt.; L. H. Hamilton, secy.; Jerry Harms, sales mgr.; Miss Myrle Valley, asst. secy.; Herbert Gatzke, plant supt.

GREENERD ARBOR PRESS CO., 41 Crown st., Nashua, N. H. Arbor presses, hydraulic presses. Warren L. Martin, pres., treas., gen. and sales mgr., pur. agt.; A. Stanley North, E. Douglas Baker, vice-presidents; Hazel B. Martin, secy.; P. A. LaFlamme, works mgr.; A. E. Chandler, chief engr. **Det. Rep.**—Chas. A. Strelinger Co., 149 E. Larned st., Detroit 26, Mich.

GREENFIELD TAP & DIE CORP., Sanderson st., Greenfield, Mass. Taps, dies, gages, twist drills, reamers, end mills, screw extractors, screw plates. Donald G. Millar, pres.; Robert Harper, vice-pres. and gen. mgr.; J. B. Roys, secy.-treas.; E. R. Koonz, works mgr.; W. J. Eberlein, vice-pres. sales; W. L. Neilson, sales mgr.; R. C. Helbig, adv. mgr.; O. E. Koehler, chief engr.; J. W. Harrington, pur. agt.; W. B. Hayes, traf. mgr. **Det. Rep.**—Branch office, 2870 E. Grand blvd., **Adv. Agcy.**—Richard Bruce, Inc., Greenfield, Mass. R. Bruce, acct. exec.

GREENLEE BROS. & CO., 2136 Twelfth st., Rockford, Ill. Multiple-spindle screw machines, "Hydro-Borer" precision boring machines, transfer-type processing machines, special metal-working machinery, and woodworking machinery. A. H. Eggers, pres., gen. mgr.; L. H. Geddes, exec. vice-pres., treas. and gen. sales mgr.; C. G. Wood, secy.; D. E. Hawkinson, vice-pres., machine tool sales and sales mgr. (special machine) J. A. Lengquist, dept. mgr., woodworking machinery; H. V. Bailey (screw machine), K. V. White, (woodworking machine), sales mgrs.; R. E. Brightup, adv. mgr.; J. A. Jannenga, chief engr.; F. M. Keig, dir. of pur.; J. M. Stewart, pur. agt.; H. L. Peregoy, traf. mgr. **Det. Rep.**—E. C. Van Tiem, H. A. Miller, R. J. Piecuch, and Curt H. Starke, Greenlee Bros. & Co., 2842 West Grand blvd. **Adv. Agcy.**—Machine-Tool and Woodworking Machinery E. R. Hollingsworth & Associates, Rockford, Ill. Budd A. Reesman, acct. exec.

GREENLEE TOOL CO., Div. of Greenlee Bros. & Co., 2136 Twelfth st., Rockford, Ill. Tools for woodworking machines: hollow chisels and bits, machine bits, routing bits, countersinks, and special-purpose tools. Hand tools for working wood: auger bits, car bits, chisels, turning tools, and spiral screw drivers. Tools for electrical construction: hydraulic pipe benders, tubing benders, hydraulic pipe pushers, knockout punches, and cable pullers. A. H. Eggers, pres.; L. H. Geddes, exec. vice-pres. and treas.; C. G. Wood, secy.; R. J. Samuelson, vice-

(Continued on Page 226)

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Deluxe Model D38 die cast with base

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(Illustration) Set C93D - 375T

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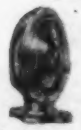
Approved Class A — Type 1



D37 single face, die cast chrome or baked enamel

36 die cast, flush type 36D flange recessed lens, die cast

28 double face

27 single face

26 flange flush type 26D flange recessed lens

26X flat back, bolt mounted

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Ruth Ormsby says:

RUTH ORMSBY
Pres. NuOrm Plans, Inc.

How many customers did you kick out the back door last month? How many Service Income Dollars did you throw down the drain?

Pretty brutal questions, aren't they? But those are the kind of questions a dealer must ask himself — and *answer honestly*— if he's to make his fair share of profit this year—and every year!

If you're a dealer who rose to his present position through a new or used car sales dept., you probably know lots of ways to get new customers. But what are you doing to get maximum Service income from *old* customers? What foolproof, systematic method do you have of converting them to new car customers when they are ready to buy again?

Sure, you depend on your Service Manager to capture all the Service income he can! Sure, you have someone check your service files periodically to see which customers are ready for a new car!

But your Service Manager has lots to do. Many times he has his hands full with basic day to day problems that take precedence. Sometimes efforts to sell service customers *up* are relaxed. Often follow-up of service customers is neglected. Then your service absorption percentage drops, and you'll wonder what the dickens is going on! You start the service follow-up ball rolling again and the cycle starts all over again. But, in the meantime, you've kicked customers out the back door and lost money!

There's an answer—the Nu Orm Plan!

Basically, the Nu Orm Plan is a means of efficient, systematic, *regular* contact with your present, past and potential customers, in order to develop a more consistently profitable business. It is being used profitably by new car dealers in many parts of the country.

When O'Reilly Motors, Tucson, Arizona Chevrolet dealer heard about Nu Orm Plans several years ago, they were so impressed with this Sales and Service Follow-up Program that they adopted it almost immediately and have used it ever since. Ed James Buick in Los Angeles has profitably used Nu Orm Plans for many years.

Walt and Frank Muller of Muller Bros. Oldsmobile in Hollywood, Calif., have been boosters of the Nu Orm Plan ever since they first installed it in 1946. There are scores of others.

If you're interested in plugging profit leaks *in your* business, it will pay you to contact me at **NU ORM PLANS, INC., 1015 So. La Cienega, Los Angeles 35, Calif. Telephone: OLeander 5-6600 or OLympia 2-6668.** Please do it today!

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Who's Who in the Auto Industry

(Continued from Page 225)

pres. sales; R. W. Stevenson, sales mgr.; R. E. Brightup, adv. mgr. A. H. Hawkinson, sales prom. mgr. **Adv. Agcy.**—Howard H. Monk and Assoc., Inc., Rockford, Ill. L. I. Mayes, acct. exec.

GREY-ROCK DIV. of Raybestos-Manhattan, Inc., Manheim, Pa. Brake lining, clutch facings. O. H. Cilley, vice-pres.; B. W. Luttenberger, works mgr.; J. A. Wheatley jr., sales mgr.; S. R. Robinson, adv. mgr.; C. W. Sachs, asst. sales mgr.; F. R. Bitzer, pur. agt.; B. G. Herr, traf. mgr. **Adv. Agcy.**—Gray & Rogers, Philadelphia, Pa. Sherman G. Landers, acct. exec.

GRICO TWO AXLE DRIVE CO., 19848 W. Eight Mile rd., Detroit 19, Mich. Two axle drives, trailing axles, trailer tandums and power converter axles. Fred L. Stone, pres., gen. mgr.; Arthur F. Heacock, sales mgr.; Edison D. Amstutz, fcty mgr., pur. agt.; Robert Dickieson, chf. engr. **Adv. Agcy.**—R. C. Robison & Associates, Birmingham, Mich.

GRIFFIN LAMP CO., THE, Third and Sycamore, Hamilton, Ohio. Factory—Shelby, Miss. Lighting for commercial vehicles, truck mirrors, reflex reflectors, flares, switches. Harold F. Griffin, pres., gen. sales and adv. mgr.; A. B. Dettmer, vice-pres., A. G. Glorius, secy.-treas.; Garon Atwell, works mgr., Shelby, Miss. plant.; Lawrence Swanson, pur. agt., Shelby, Miss. plant. **Adv. Agcy.**—Keeling and Co., Indianapolis, Ind. Victor Varmo, acct. exec.

GRISWOLD MFG. CO., F. T., 315 Lancaster ave., Wayne, Pa. Optical measuring tools, engine testing gages, carburetors. Frank T. Griswold jr., pres.; David H. H. Felix, treas.

GRIZZLY MFG. DIV., 700 W. Caroline st., Paulding, O. Brake lining for passenger cars and trucks, brake blocks for buses. S. S. Maremount, plant supt.; H. H. Swain, sales mgr.; Tom Morgan, sales mgr. eastern divs.; E. L. Cody, sales mgr. western divs.; J. H. Peeper, pur. agt. **Det. Rep.**—W. E. McCauley, 3509 Devonshire, Detroit 24, Mich. **Adv. Agcy.**—Waldie and Briggs, Chicago, Ill. Bruce Stabelfeldt, acct. exec.

GROBOSKI INDUSTRIES, INC., 4344 S. Western ave., Chicago 9, Ill., main office and mid-west warehouse. 319 W. Main st., Sheffield, Pa., plant and eastern warehouse. John Groboski, pres., plant mgr.; Joseph Groboski, sales mgr., treas.-secy.

GROOV-PIN CORP., 1125 Hendricks Causeway, Ridgefield, N. J. Groov-pins, grooved drive studs, tap-lok inserts. E. F. Schniewind, pres.; F. W. Braendel, exec. vice-pres., chief engr.; R. G. Cummings, sales and adv. mgr.; F. O. Becker, secy.-treas. and pur. agt.; H. D. Theuer, works mgr. **Det. Rep.**—H. B. Schweppe, Basso bldg., 7338 Woodward ave. **Adv. Agcy.**—Thoma & Gill, 505 Main st., East Orange, N. J.

GROSS MFG. CO., INC., 1711 S. California, Monrovia, Calif. Tire and tube repair materials. D. T. Starr, pres.; W. M. Anderson, gen. mgr.; A. E. Pike, works mgr.; H. D. Wexelberg, sales and adv. mgr.; Fred Owen, pur. agt.

GROTE MFG. CO., INC., Grote Square, Bellevue, Ky. Truck safety equipment: reflex reflectors, flares, marker and clearance lamps, stop and tail lamps, directional signals, switches, mirrors, back-up lamps, direction signal sets, warning lamps, tractor lamps. Reflective sheeting, diagonal striped truck door panels. W. F. Grote, pres.; Edward H. Paul, gen. sales mgr.; Walter A. Goez, sales mgr. automotive div.

GROVER COMPANY, 25525 West Eight Mile rd., Detroit 19, Mich. Pneumatic dispatch tube equipment. W. F. Grover, pres., gen. mgr., sales mgr.; W. Van Otteren, vice-pres.; A. M. Grover, secy. and treas.; B. J. Erdely, chief engr.; F. J. Phelps, pur. agt. **Det. Rep.**—P. J. Bernardi, 25525 W. 8 Mile rd., Detroit 19.

GROVER PRODUCTS CO., 1221 S. Hope st., Los Angeles 15, Calif. Pressure horns, vacuum horns for truck, car industrial and marine uses. C. A. Roesch, pres.; John W. Garver, vice-pres., secy. treas.; Laurence B. Gomez, sales mgr.; John A. Roesch, sales prom.

GROVER SMITH MFG. CORP., 850 E. Valley blvd., San Gabriel, Calif. Service station, garage, industrial and automotive lubrication equipment, heavy material handling pumps. W. M. Meeker, pres.; Lyle C. Randles jr., sales mgr.; Norman Wood, pur. agt.; **Adv. Agcy.**—Guerin, Johnstone, Jeffries, Inc., 6456 York blvd., Los Angeles 42, Calif.

GUARANTEED PARTS CO., INC., Seneca Falls, N. Y. Ignition coils, distributor caps, distributor rotors, contact points, condensers, voltage regulators, vacuum chambers, horn relays, light relays, starter switches, dimmer switches, stoplight switches, accessory switches, starter and generator brushes, bushings, magneto contacts. Marco Hecht, pres.; R. L. Oughterson, adv. mgr; A. Villiers, gen. mgr.; J. Friedlander, sales mgr. **Adv. Agcy.**—Spitz Adv. Agcy., Inc., Syracuse, N. Y.

GUARDIAN LIGHT CO., 500 North blvd., Oak Park, Ill. Fluorescent and incandescent floodlights, spot lights, poles, and special outdoor lighting equipment used for parking lots, used car lots, gas stations, etc. signs. C. E. Simmons, pres., treas.; E. J. Caspers, vice-pres., secy.; R. P. Summers, sales mgr.; W. S. Akely, chief engr.; W. C. Kaiser, pur. agt. **Det. Rep.**—Tom Downey, Downey Equipment Co., 7310 Grand River. **Adv. Agcy.**—Symmonds, MacKenzie & Co., 50 E. Van Buren st., Chicago 5, Ill. Frank Campbell, acct. exec.

GUERDON INDUSTRIES, INC., Marlette, Mich. Great Lakes Mobile Homes. Guerdon T. Wolfe sr., pres.; Guerdon T. Wolfe jr., vice-pres., gen. mgr.; Alice M. Wolfe, secy.-treas.; Joseph Benedict, works mgr.; William D. Schaff, sales mgr.; Robert Davis, pur. agt. **Adv. Agcy.**—Campbell-Williams Advertising Art, 315 S. Jefferson, Saginaw, Mich.

GUIBERT STEEL CO., 4001 Windgap ave., Pittsburgh 4, Pa., Spalding 1-2345. Guibert products: Structural steel fabrication, convertible tow crane, tow lift bars, Karhome, safety turn bar. O. E. Guibert, pres.; O. E. Guibert jr., vice-pres., treas., and gen. mgr.; Jos. Stevens, secy.; L. W. Priddy, shop supt.; J. F. Reid, pur. agt.; Paul V. Gorman, sales mgr., Specialty Products.

GUIDE LAMP DIVISION, General Motors Corp., 2915 Pendleton ave., Anderson, Ind. Lighting equipment for automobiles, trucks, buses, tractors, motorcycles, which include headlamps, tail lamps, parking lamps, license lamps, spotlamps, turn signal lamps, back-up lamps, courtesy lamps, etc.—also warning lamps, trailing implement lamps, Guidex reflex units, die cast stampings, and plastic parts. C. A. Michel, gen. mgr.; S. R. Conwell, sales and adv. mgr.; J. E. Turnquist, asst. sales mgr.; M. C. Lukens, serv. mgr.; R. N. Falge, chief engr.; R. W. Heaton, pur. agt.; D. D. Ifert, traf. mgr. **Adv. Agcy.**—D. P. Brother & Co., Detroit 2, Mich.

GULF OIL CORP.—Gulf bldg., Pittsburgh 30, Pa. Complete line of over 400 fuels and lubricants for automotive, industrial, farm, aviation and marine use. W. K. Whiteford, pres.; David Proctor, exec. vice-pres., R. G. Connolly, secy.; H. R. Moorhead jr., treas.; C. J. Guzzo, vice-pres., dom. mkt.; B. W. L. Dodge, dir. adv. sales prom.; J. A. Burgess, asst. dir. adv. and sls. prom. (direct); L. H. Smith, asst. dir. adv. and sls. prom. (retail); A. E. Urich, pur. agt.; W. M. Johnson, traf. mgr.; W. R. Huber, gen. mgr. pub. rel. **Det. Rep.**—Boydon Jann, district mgr., Gulf Refining Co., 1846-51 Penobscot bldg. **Adv. Agcy.**—Young & Rubicam, Inc., New York, N. Y. and Ketchum, MacLeod & Grove, Inc., Pittsburgh, Pa.

GUNITE FOUNDRIES CORP., Rockford, Ill. Truck and trailer wheels, brake drums, cylinder liner castings, commercial steel castings. Edward C. Fales, pres.; A. D. Forbes, vice-pres.; N. J. Schmidt, vice-pres. and treas.; G. R. Forbes, secy.; H. W. Small, sales mgr., automotive div.; W. H. Shinn, sales mgr., castings div.; S. A. Malthaner, chief engr.; D. P. Forbes jr., dir. of pur.

GUSTIN BACON MFG. CO., 210 W. 10th, Kansas City, Mo. Automotive thermal and acoustical insulation. A. L. Gustin jr., pres.; J. D. Simmons, exec. vice-pres.; F. H. Ebbert, vice-pres. **Det. Office**—W. F. Skinner, 18323 James Couzens hwy., Detroit, Mich.

H

H. D. T. COMPANY FACTORS, INC., 275 Ferris ave., White Plains, N. Y. Blue Coral and Blue Coral preservative sealer. Harry D. Triantafillu, pres., treas. and gen. mgr.; G. V. V. Triantafillu, vice-pres.; M. F. Clarke, secy.

H & H PRODUCTS MFG. CO., P. O. Box 2333, Terminal Annex, Los Angeles 54, Calif. Portable: Battery re-ionizers and fast chargers in combination with or without air compressor for tire inflation or paint spraying. Battery testers. E. F. Henkle, gen. partner; L. P. Henkle, lim. partner.

H & M TOOL CO., 24062 Orchard Lake rd., Farmington, Mich. Diesel ejector drills, carburetor gun reamers, step drills, step reamers, internal back-off tools, chambering reamers and headspace gauges. H. J. Mallett, pres.; M. E. Mallett, secy. and treas.

HAARTZ AUTO FABRIC COMPANY, 3 Bridge st., Newton, Mass. Convertible auto topping. John C. Haartz jr., pres.; R. N. Butterfield jr., vice-pres. and sales mgr.; A. N. Butterfield, secy.; H. R. Leeke, treas. **Adv. Agcy.**—Cotter Advertising Agency, Boston, Mass.

HABERSTUMP - HARRIS, INC., 10463 Northlawn ave., Detroit 4, Mich. Automotive and diversified experimental and short run sheet metal and machine fabrication. Designers and manufacturers of a magazine fed clip gun, and a small parts feeder. Engineering, product design and dev. Alfred H. Haberstump, pres.; H. C. Harris, vice-pres., secy.; Henry Engel, works mgr.; Donald W Thull, sales mgr.; Aldor Reuterfors, chief engr. **Det. Rep.** — Donald W. Thull, 10463 Northlawn ave.

HACKNEY BROS. BODY CO., Herring ave., Ext. Wilson, N. C. Low and medium temperature refrigerator bodies, van bodies, school bus bodies. T. J. Hackney jr., pres.; W. E. Titchener, vice-pres.; M. E. White, secy.-treas.; R. H. Hackney, sales mgr.; J. M. Daniel jr., chief engr.; B. J. Williams, pur. agt.; E. H. Wadsworth, plant supt. **Adv. Agcy.** — R. W. Youngsteadt, P. O. Box 2082, Raleigh, N. C.

HaDEES HEATER DIV., of The Gabriel Co., 1911 Harrison ave., Rockford, Ill. Car, truck and bus heaters, fans, defrosters and replacement parts. E. A. Millheam, gen. mgr.; L. F. Mastriani, gen. sales mgr.; R. G. Charles, sales and adv. mgr.; R. M. Johnson, asst. sales; W. Zwierzycki, chief engr.; S. Anderson, pur. agt.; John Stanton, parts & acc. mgr. **Det. Office**—2205 Fisher bldg., Detroit, Mich. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., Chicago, Ill.

HADLEY MFG. CO., 2221 Albion st., Toledo, O. Automotive air horns and compressor, truck model air horns. H. F. Hadley, pres.; V. Rohrbacker, secy.; D. Harrah, treas.

HAHN MOTORS, INC., Third and Windsor sts., Hamburg, Pa. Commercial truck bodies, motorized fire apparatus, spangler conversion units, spangler dual trucks. Irvin F. Burkey, pres.; Thos. R. Confer, vice-pres.; Edw. C. Smith, secy., treas.; J. Wm. Putt, chief engr. and pur. agt.; G. D. Gambler, supt.

HALL LAMP CO., C. M., 1035 E. Hancock ave., Detroit 7, Mich. Automotive lighting, headlamps, tail lamps, parking lamps, interior lights and accessories, die castings (zinc), metal stampings, metal finishing, plating and painting. H. D. Hirsch, pres. and treas.; S. S. Helthall, secy. and pur. agt; D. Holt, vice-pres., mfg.; E. Wallace, vice-pres.; J. H. McCann, vice-pres.; T. F. Konefke, sales mgr.; Norbert Worden, chief engr.

HALL PLANETARY CO. OF PHILADELPHIA, 5561 Baynton st., Philadelphia 44, Pa. Planetary thread-milling machines; circular form milling machine, single and multiple heads; testing instruments; cutters; cutterblades, thread and circular form milling, arbors; Chas. K. Lennig jr., pres.; Henry J. Leisner, Clarence A. Duffany, vice-pres.

HALL-TOLEDO INC., 2931 South ave., Toledo 9, O. Eccentric valve seat grinders for aircraft, automotive and diesel production and service. M. C. Gray, pres. and gen. mgr.; G. V. C. Baker, vice-pres. and treas.; G. R. Bennett jr., sales mgr., secy.; George Aberl, chief engr.; Richard Clement, pur. agt.

HAMBRO AUTOMOTIVE CORP., 27-29 West 57th st., New York 19, N. Y. Sole concessionaires in U. S.A. for Austin, Austin Healey, Morris Minor, MG, Magnette, Riley automobiles. Albert E. Birt, pres. and man. dir.

HAMILTON-WADE CO., 52-62 Haverhill st., Brockton 62, Mass. Automotive welts, gimps and binding (genuine and artificial leather, woven laces and other fabrics). George F. Pratt, pres.; William D. Crosby, treas.; LeRoy F. Emery, vice-pres., prod. mgr.

HANCHETT MFG. CO., Big Rapids, Mich. Mfgrs. knife grinder, saw sharpeners and tools. Kent Hanchett, pres.; Fred Schaub, vice-pres.; Loren Hanchett, secy.; Carl Moline, treas.; Fred Risler, sales and adv. mgr.

HANCOCK MFG. CO., 225 N. Horton, Jackson, Mich. Automotive hardware. R. W. Hancock, pres. and gen. mgr.; G. P. Hooper, vice-pres.; E. F. Gauss, secy. and treas.; F. C. Janke, dir. of mfg.; L. George Hooper, sales mgr.; B. H McCurdy, exec. engr.; J. B. Trail, pur. agt.; L. L. Henning, dir. of pur.; D. D. Hollinrake, per. mgr. **Det. Rep.** — George P. Hooper Co., 1914 Fisher bldg.

HANS INDUSTRIES, INC., EDMUND, Opdyke rd., Mt. Vernon, Ill. Heaters for buses and trucks, air freshening systems for buses and trucks. Edmund Hans, pres. and treas.; Miriam Hans, vice-pres. and secy.; Robert Feldtman, dir.

HANSEN MFG. CO., 4031 W. 150th, Cleveland 11, O. Fluid line couplings, hose fittings. F. E. Hansen, chmn. of bd.; R. J. Borneman, pres. and gen. mgr.; L. J. Hensen, vice-pres. and gen. sales mgr.; E. C. Wrahse, treas.; H. J. Hansen, secy.; B. W. Manning, asst. gen. mgr.; J. A. Becks, plant mgr.; M. J. Nelson, chief engr.; W. A. Drexler, mgr., procurement and stock control; W. Berwing, traf. mgr. **Det. Rep.**—Wm. N. Nash Co., 10300 Grand River ave., Detroit 4, Mich. **Adv. Agcy.**—Richard T. Brandt, Inc., B. F. Keith bldg., Cleveland 14, O.

HARAL CORP., 2124 N. Damen ave., Chicago 47, Ill. Engine care, automatic transmission and regular transmission care; differential and power steering care. Harold H. Wigen, pres.; Ernest O. Gregory, vice-pres.; A. A. Wigen, secy.-treas.; R. Caldwell, works mgr.; E. A. Fredricks, sales mgr.; C. Jensby, adv. mgr.; Mel Caldwell, chief engr.; H. H. Wigen, pur. agt. **Det. Rep.**—Sid Gottlieb, 7080 E. Aracoma dr., Cincinnati, O.

HARLEY-DAVIDSON MOTOR CO., 3700 W. Juneau ave., Milwaukee 1, Wis. Motorcycles, sidecars, Servi-Cars, package trucks. William H. Davidson, pres.; Gordon M. Davidson, vice-pres.; Walter C. Davidson, secy.; Joseph Kilbert, sales mgr. (domestic); Ralph Loeffler, sales mgr. (export); Walter E. Kleimenhagen, adv. mgr.; Joseph Ryan, serv. mgr.; Harry Devine, parts and acc. mgr.; William J. Harley, treas. and chief engr.; John Horn, pur. agt. **Adv. Agcy.**—Klau-Van-Pietersom-Dunlap Associates, Inc., Milwaukee, Wis. Richard Johnson, acct. exec.

HARMAN COLLINS SALES CORP., 5553 Alhambra ave., Los Angeles 32, Calif. Custom ground camshafts, magnetos, aluminum bronze faced flywheels, dual coil ignitions, repair camshafts, forged true pistons and profile grinding. Clifford H. Collins, pres.; Sheldon C. Hoyt, sales mgr.; Frank J. Pommer, chief engr.; G. L. Carpenter, pur. agt.; Tim Withum, serv. mgr. **Det. Rep.** — Amster-Heisler Co., 11814 Buckeye rd., Cleveland, O.

HARRIS PRODUCTS CO., 6545 Carnegie ave., Cleveland, O. Rubber bushings. Tor-flex flexible bearings, rubber-and-metal bearings (silent bloc). M. J. Fleming jr., pres.; D. T. Bradley, vice-pres., engrg. and sales; E. T. King, dir. of pur.; F. J. Gubernot, treas. and contr.; F. S. Treco, sales mgr.; R. T. Drake, chief engr.; G. A. Grossman, special products mgr.; C. C. Casper, production mgr. **Det. Rep.**—L. C. Winslow, 16580 James Couzens, Detroit 21.

HARRISON RADIATOR DIV., General Motors Corp., Washburn st., cor. Walnut, Lockport, N. Y. Automotive radiators, heaters, defrosters, thermostats, oil coolers, air conditioning systems, heat exchangers. E. D. Rollert, gen. mgr.; G. H. Hetley, div. compt.; E. J. Reilly, gen. sales mgr.; F. J. Watkins, asst. sales mgr. (automotive); W. A. Jack, asst. sales mgr. (automotive); F. J. van Horn, asst. sales mgr. (heat exchanges); J. R. Jackson, serv. mgr.; L. A. Zwicker, chief engr.; J. K. Bush, mgr. of prod. control and pur.; C. A. McNaboe, pur. agt.; C. G. Harrer, traf. mgr. **Adv. Agcy.**—D. P. Brother and Co., Detroit 2, Mich.

HART MFG. & SALES CO., INC., 6430 N. E. Glisan st., Portland 13, Ore. Automobile polish, windshield and glass cleaner, and full line of hand soaps. Ben M. Hallyburton, pres. and sales prom. mgr.; M. J. Carroll, vice-pres. and gen. mgr.; Virginia L. Hallyburton, secy.; Roger K. Krieger, sales mgr. **Adv. Agcy.**—Autographic Studios, Portland, Ore. Tom Drake, acct. exec.

HART METAL PRODUCTS CORP., 3331 Hammond ave., Elkhart, Ind. Engineers and manufacturers of truck, bus, trailer, aircraft structural parts, panels, and assemblies and custom fabrication. Thaer Schmidt, pres.; P. Zivkovich, exec. vice-

(Continued on Page 228)

WITH NATIONAL BONDED CARS' WARRANTY PLAN . . .

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We're telling all your customers about National Bonded Cars' Warranty Plan! Yes, we're launching an intensive educational program to the people who buy used cars, to show them why the car that sports the NBC seal is their best buy . . . why they should look for the NBC seal when buying a used car!

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National Bonded Cars relieves you of all financial responsibility! Policy adjustments are eliminated! *Your customers can buy with confidence* because they'll know an NBC warranted car is a *safe investment* in certified performance.

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National Bonded Cars' warranty is available only to Factory Franchised New Car Dealers. If you're an NBC Dealer, your customers will know from our "Tell the World" program that every NBC warranted car on your lot or in your showroom is certified free from mechanical defects by a National Bonded Cars' inspector. And they'll know, too, that *they're* protected by NBC's insured warranty!

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In your advertising, and on your sales floor, National Bonded Cars' "Tell the World" program gives you entirely new and *exclusive* talking points . . . helps you sell because your customers will *know* they can depend on the National Bonded Cars' warranty!

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Who's Who in the Auto Industry

(Continued from Page 226)

pres.; R. DuBois, vice-pres. sales; R. Keltch, actg. treas.; J. Henning, chief engr.; J. Wing, pur. agt. **Adv. Agcy.**—L. F. Schmidt & Assns., Chicago, Ill.

HARTFORD STEEL BALL CO., INC., 12 Jefferson ave., West Hartford 7, Conn. Steel balls, noncorrosive balls (bronze, monel metal, aluminum, stainless steel, copper, glass, nylon, bakelite), retainers, bearings, burnishing balls and shapes, cutting and burnishing barrels. Stephen V. Zavoico, pres.; Thomas H. Abbott, vice-pres.; W. Hardie Shepard, vice-pres.; Albert P. Hildebrandt, treas.; Edward Cooper, contr.; Robert D. Sterling, factory mgr.; W. L. Forsyth, chief engr.; E. T. Nelson, pur. agt. **Adv. Agcy.**—P. W. Prelle Co., 95 Elm st., Hartford, Conn.

HARVEY INDUSTRIES, 3776 West 152nd st., Cleveland 11, O. Underfloor and overhead exhaust systems, exhaust system blowers, exhaust system hoses, non-crush rubber, stainless steel and galvanized, car and truck tailpipe adapters and fittings. R. V. Scanlon, pres. **Det. Rep.**—Harry E. Ault, 4685 Charest ave., Pontiac 18, Mich. **Adv. Agcy.**—Stedfeld & Byrne, Wooster rd., Cleveland 16, O. Gordon E. Weir, acct. exec.

HASKELITE MFG. CORP., 701 Ann st., n.w., Grand Rapids 2, Mich. Metal-clad plywood and plastic insulated panels for truck bodies and other commercial uses. A. N. Williams, pres.; E. W. Stoner, vice-pres. in chge. of sales; W. Verhey, vice-pres. in chge. of prod.; W. A. Potchen, vice-pres. in chge. of engrg.; B. J. Werk, sales mgr.; F. W. Mitchell, pur. agt.; L. C. Preston, adv. mgr. **Adv. Agcy.**—Jaqua Co., Grand Rapids, Mich. L. A. Merchant, acct. exec.

HASSALL, INC., JOHN, Cantiague rd., Westbury, L. I., N. Y. Cold-headed fasteners: Special rivets, nails and screws. Theodore B. Smith, pres., treas.; William W. Smith, vice-pres., secy., pur. agt.; Edward F. Karnes, sales mgr.; John D. Brewer, adv. mgr., sales prom. mgr.; Carl Stadelmann, chief engr. **Det. Rep.**—Robert B. Ryan, The McLaughlin Co., 29503 W. Nine Mile rd., Farmington, Mich. **Adv. Agcy.**—Sanger-Funnell, New York, N. Y. Robert Neff, acct. exec.

HASTINGS MFG. CO., Thorne and Hanover sts., Hastings, Mich. Piston rings, aero-type spark plugs, oil filter cartridges. Castite and "drout," tools. A. E. Johnson, chmn. of bd.; Stephen I. Johnson, pres.; Harold P. Phillips, vice-pres. and chief engr.; Don A. Siegel, secy.-treas.; Ross R. Dunn, vice-pres. and dir. of sales; Byron K. Fletcher, sales mgr.; Don H. Collins, adv. mgr.; C. S. Morey, pur agt.; W. F. Smith, traffic mgr. **Adv. Agcy.**—Keeling & Co., Indianapolis, Ind. William M. Hutchison, acct. exec.

HASTINGS MOTOR CO., INC., WARREN, 202 N. Front st., Mounds, Ill. Bumpa-Tel signs. Warren S. Hastings, pres.; Earlean R. Hastings, vice-pres. and secy.; James William Sissom, works mgr.; John B. Vick, sales mgr.. **Adv. Agcy.** — K & S Advertising Co., Mounds, Ill.

HAVILAND CO., ARNOLD, Jackson st., Defiance, O. Mufflers, tail pipes, exhaust pipes. Arnold Haviland, prop.; H. E. Bailey, works mgr., pur. agt.; H. R. Haviland, sales mgr., chief engr.; A. P. Zarate, asst. sales; H. McKibben, traf. mgr.; Ernie Holtsberry, asst. supt. **Adv. Agcy.**—Seibert Advertising Service, Defiance, O.

HAWTHORNE METAL PRODUCTS CO., 4336 Coolidge rd., Royal Oak, Mich. Automotive stamping and assembly parts. Samuel E. Cornell, pres.; Bruce C. Cornell, vice-pres.; Frank H. Cornell, secy.; Jack Piercey, chief engr.; Leo G. Barger, pur. agt.

HAYES INDUSTRIES, INC., 437 Fern ave., Jackson, Mich. (Subsidiaries: Fifty Corp., 805 E. Edgerton, Bryan, O.; Fifty Plus Five Corp., 214 Defiance st., West Unity, O.) Automotive fans, mufflers, mouldings, aluminum and magnesium textile beams. (Subsidiary: Lite-metal Dicast, Inc.) diecastings from aluminum and magnesium. E. C. Hetherwick, pres. and gen. mgr.; G. B. Vass, exec. vice-pres.; Donald Bender, vice-pres., chge. engrg.; W. J. Donahue, secy. and treas.; R. J. Welihan, vice-pres.; G. E. Clever, pur. agt.

HAYES METAL PRODUCTS DIV. — UNITED INDUSTRIAL CORP.—551 7th st., N. W., Grand Rapids 2, Mich. Manufacturers of automobile bodies and assemblies, metal products, stampings and dies. Rensselaer W. Clark, pres. and gen. mgr.; Edgar Washburn, vice-pres.; Eugene H. Glaettli, vice-pres. and contr.; Edward J. Lavallee, vice-pres.; August L. Nelson, vice-pres.; J. H. Lee, secy. and treas.; C. L. Carliey, pur. agt.; F. VanDomelen, asst.; L. Kloet, traf. mgr.; J. Rybarsyk, pub. rels. dir. **Det. Rep.**—H. A. Holmes, 710 Fox Theater bldg.

HECKETHORN MFG. & SUPPLY CO., 121 W. Alamo, Littleton, Colo. Shock absorbers, water nozzles, garden hardware. D. E. Buchanan, pres.; W. R. Heckethorn, exec. vice-pres. (sales); R. N. Galuppo, treas.; R. E. Duboc, exec. vice-pres. (prod.); F. S. Cowing, vice-pres. (prod.); John Hamill, merchandising mgr.; R. C. Carlin, sales mgr.; F. H. Winterer, sales mgr. spec. accts.; W. E. Dowling, chief engr.; K. Fleming, pur. agt.; J. E. McLean, traf. mgr. **Adv. Agcy.** — Rippey, Henderson & Kostka, Denver. Jack Hull, acct. exec.

HEET DIV., DeMert & Dougherty, Inc., 3001 W. 47th st., Chicago 32, Ill. Gas line anti-freeze, aerosol spray (plastic), aerosol spray enamels, insect killer, windshield anti-freeze cleaner. Leonard Drell, pres.; Paul Peterson, works mgr.; Mark D. Aisner, sales mgr.; M. J. Kimmel, adv. mgr., gen. mgr., sales prom. mgr. **Adv. Agcy.**—Arthur Meyerhoff & Co., Chicago, Ill. Marshall Kissel, acct. exec.

HEIL CO., 3000 W. Montana st., Milwaukee 1, Wis. Truck bodies and hoists, rock bodies, refuse units, platform conversion hoists, tailgate loaders, petroleum truck tanks, transport trucks, milk trucks, tanks, L. P. G. transport tanks, aircraft refuelers. Joseph F. Heil, pres.; Harold S. Falk, exec. vice-pres.; John Barclay, mgr. body and hoist div.; J. F. Heil jr (tanks); W. Carlson (hoists and bodies), sales mgrs.; Arnold Meyer, mgr. (tank); Walter Lohman, dir. of pur.; John Norton, traf. mgr. **Adv. Agcy.**—Bert S. Gittins, Milwaukee, Wis.

HEIN-WERNER CORP., 1200 National ave., Waukesha, Wis. Hydraulic jacks, wheeled jacks, push and pull hydraulic jacks, bumper-lift jacks. G. G. Hein, pres., gen. mgr.; E. G. Bach, vice-pres.; J. D. Watson, secy.-treas.; H. J. Scullin, sales mgr.; E. G. Buehl, serv. mgr.; M. L. Lumb, pur. agt. **Adv. Agcy.**—Arthur Mogge, Inc., Chicago, Ill. A. R. Mogge, acct. exec.

HEISLER MFG. CO., Hudson, Ia. Dual throated carb. and manifold, overdrive transmission, governors, live power take-off clutch, hydraulic pump couplers, manifolds, piston and sleeves. H. F. Heisler, pres.; Doyle R. Cottrell, vice-pres.

HELI-COIL CORP., Shelter Rock Lane, Danbury, Conn. Screw thread inserts and tools, thread repair kits. Eduard Baruch, pres.; Leo Brancato, vice-pres. and chief engr.; John Fasano, sales mgr.; Robert H. Kane, adv. mgr.; T. C. Gorman, pur. agt. **Det. Rep.** — Hodgson-Geisler Co., 18917 James Couzens, Detroit 35, Mich. **Adv. Agcy.** — O. S. Tyson & Co., New York, N. Y. Howard Gauvain, acct. exec.

HELLER & CO., W. C., 2591 Express rd., Montpelier, O. Show cases, cabinets, display tables and kindred items. E. G. Heller, pres.; L. S. Heller, vice-pres.; W. C. Heller, secy., sales mgr. and adv. mgr.; J. B. Heller, treas.; R. L. Heller, works mgr.; P. L. Heller, pur. agt.

HELLER TOOL CO., Heller dr., Newcomerstown, O. Files American pattern, milled curved tooth, Swiss pattern; rotary, bumping; hammers (carpenter claw, ball pein, tire, trimmers', upholsterers'); chisels, punches, bearing scrapers, hack saw blades, metal cutting band saws. C. R. Barlow, mgr. **Det. Rep.** — G. D. Cline jr., 4461 W. Jefferson ave., Detroit 9, Mich.

HELLWIG PRODUCTS CO., INC., 6231 San Fernando, Glendale 1, Calif. Spring stabilizers, torque control units, overload springs. R. H. Hellwig, pres., chief engr.; Donald J. Hellwig, vice-pres.; Ethel M. Hellwig, secy., treas.; Martin Wolze, pur. agt.

HELMS INDUSTRIAL DEVELOPMENT CO., West Lafayette, O. J. B. Montgomery jr., pres.; D. E. Williams, sales mgr.; O. D. Ostler, sales correspondent. **Adv. Agcy.**—James Reed, Grand Rapids, Mich.

HENDRY CO., C. J., 27 Main st., San Francisco 5, Calif. T.A.C. open end ratchet wrench, Henco magnalume "300" trouble light. Leland D. Adams jr., pres.; E. Nichols, mgr. (San Pedro store); James Stirling, pur. agt. **Adv. Agcy.**—Conley, Baltzer, Pettier & Steward, San Francisco, Calif. I. Baltzer, acct. exec.

HENNESSY SALES CO., JACK P., 12 Depot Square, Engelwood, N. J.; Midwest office, 250 E. Delaware place, Chicago, Ill.; West Coast, 3453 Cahuenga blvd., Los Angeles 28, Calif. Sales agency, tire changers, universal tire spreaders, tubeless tire band, headlight testers, impact tool and wheel balancer. Jack P. Hennessy sr., pres.; Jack P. Hennessy jr., vice-pres. and adv. mgr.; James D. Hennessy, vice-pres. and secy.; Robert A. Hennessy, vice-pres. and treas. **Adv. Agcy.**—Fairall Co., Des Moines, Ia.

HERBRAND DIV., Bingham - Herbrand Corp., 111 Stone st., Fremont, O. Forgings: connecting rods, steering knuckles, axles, other forgings for vehicles and general applications. Tools: wrenches (socket, box, open-end, combination, adjustable, pipe). Ratchet, pliers, screwdrivers, punches, chisel, body and fender tools, pry bars, hammers and special automotive tools. L. E. Yunker, pres.; T. A. McMullen, vice-pres. and gen. mgr.; A. R. Karlovetz, sales mgr.—tools; R. F. Griffin, factory mgr.; E. W. Hackney, chief engr.; L. H. Andrews, contr.; D. E. Oren, pub. and pers. rel.; F. P. Schliebner, qual. cont. mgr.; W. P. Hellwig, pur. agt. **Det. Rep.**—G. Bawden jr., 199 Pierce st., Birmingham, Mich. **Adv. Agcy.** — Slayton Racine, Inc., Toledo, O.

HERCULES MFG. CO., 1501 W. Franklin st., Evansville 7, Ind. Bodies: panel, custom built, insulated, refrigerated, platform, grain and stock. F. R. Specht, G. M. Specht, G. L. Caddick, partners; J. H. O'Bryan, sales mgr.; G. C. Hartig, chief engr.; P. E. Adam, pur. agt.

HERCULES MOTORS CORP., 101 11th st., S.E., Canton 2, O. High speed, heavy duty, water cooled, internal combustion engines (gas, gasoline, kerosene, butane-propane and diesel). Charles Balough, chmn. bd. of dirs.; John C. Keplinger, pres.; Walter L. Brough, exec. vice-pres.; A. R. Miller, vice-pres. in chge. of purs. and traffic; L. G. Downey, G. W. LaSalle, vice-presidents; J. D. Cook, secy. and treas.; F. H. Geisler, dir. of sales; H. E. Olson, factory mgr.; E. L. Latta, serv. mgr.; Dr. E. A. V. Horiak, chief engr. **Adv. Agcy.**—Jay H. Maish Co., Marion, O. Ralph Heischman, acct. exec.

HERCULES STEEL PRODUCTS CO., Galion, O. Hydraulic hoists and dump bodies, trailer dump bodies, farm conversion hoists, hydraulic endgates, fertilizer spreaders, garbage and refuse collection bodies, overshot loaders and attachments, van bodies and cement mixers. David Van Alstyne jr., chmn. of bd.; E. Paul Monroe, pres.; Oliver C. Henkel sr., vice-pres., sales engr.; Alfred Dangler jr., exec. vice-pres. mfg.; D. G. Strothers, A. J. Sangner, Fred Biszantz, vice-pres.; J. Robert Melish, secy., treas.; Ralph Deems, asst. treas. and secy.; M. E. McLeod, contr.; D. J. Redmond, dir. of sales; E. E. Smalley, sales prom. and adv. mgr.; Richard Heinlen, pur. agt.; H. Lust, pers. dir. **Adv. Agcy.** — Palm & Patterson, Cleveland, O.

HERMAN BODY CO., 4400 Clayton ave., St. Louis 10, Mo. Refrigerated and standard forward control and flat face cowl delivery bodies, rear unit, van type delivery bodies, special requirement bodies and trailers for bottlers, brewers and bakers. Robert H. Fairchild, pres., gen. mgr.; John A. Zenzen, vice-pres., sales; I. W. Busse, asst.; Joseph C. Esher, vice-pres., operations; Finis T. Means, contr.; T. A. Wall, chief engr.; W. Irish, works mgr.; Frank Nischbach, plant supt.; division sales mgrs.: W. K. Rott, Std. Body Div.; B. W. Mayfield, Bottlers and Brewers Body Div.; L. J. Schaedler, Refrigerated Body Div.; H. Teepe, pur. agt. **Adv. Agcy.**—Martine Flaugher; cable address, Hermanbody.

HERRON-ZIMMERS MOULDING CO., 3900 E. Outer dr., Detroit 34, Mich. Stainless steel mouldings and stampings. O. D. Herron, pres. and gen. mgr.; J. H. Zimmers, vice-pres.; J. O. Dillenberger, sec. and treas.; D. Hunter, works mgr.; V. Hufnagel, chief engr.; M. Behaeghe, pur. agt.; J. Juracko, traffic mgr. **Det. Rep.**—O. J. Crowe, D. McMinn.

HERSHEY PRODUCTS, INC., Derby, Conn. Front end suspension parts, tie rod ends, king bolts, coil springs. P. H. Hershey, pres. and treas.; A. P. Krueger, vice-pres.; J. A. Frey, secy.; A. E. Keough, vice-pres., sales mgr. **Adv. Agcy.**—Ted Somers, Inc. of Bridgeport, Conn.

HESTER BATTERY MFG. CO., 10 Culvert st., Nashville 10, Tenn. Wet storage batteries. C. A. Hester, pres.; E. N. Hester, vice-pres.; W. N. Hester, secy. and treas.; A. E. Wilson, gen. mgr., sales mgr., pur. agt.; W. R. Culbertson, adv. mgr.; H. C. Lowry, pub. rel. mgr. **Adv. Agcy.**—Robert G. Fields & Co., Nashville, Tenn. H. H. Hunter, acct. exec.

HEWITT-ROBINS, INC., 666 Glenbrook rd., Stamford, Conn. Foam rubber in molded and slab form; also foam rubber fused to cloth or vinyl. Thomas Robins jr., pres.; Austin Goodyear, exec. vice-pres.; Ellis B. Gardner, vice-pres. and gen. mgr. of foam rubber and flooring div.; H. Von Thaden, vice-pres.; Pitt B. Harris, gen. sales mgr. for foam rubber prod.; F. L. Griffith, vice-pres., gen. sales mgr. for ind. div.; F. W. Blanchard, vice-pres.; W. C. Gilbertson, gen. sales mgr. for flooring prod.; Herman A. Schaefer, secy.-treas.; J. C. Babcock, works mgr.; C. L. Frost, sales mgr.; Leroy M. Brain, adv. mgr.; Claude W. Mottinger, pur. agt.; Edward Lebo, pub. rel. mgr. **Det. Rep.**—George P. Hooper Co., 1914 Fisher bldg., Detroit 2. **Adv. Agcy.** — Fuller, Smith & Ross, Inc., New York, N. Y.

HEYER INDUSTRIES, INC., 471 Cortlandt st., Belleville 9, N. J. Motor tune-up and battery servicing equipment consisting of fast battery chargers, trickle chargers and battery testers. B. F. W. Heyer, pres.; A. P. Heyer, vice-pres.; C. Mohnen, sales mgr., automotive div.; H. T. McCann, asst. sales mgr.; J. H. St. John, sales mgr., new prod. div.

HICKOK MFG. CO., 850 St. Paul st., Rochester 1, N.Y. Automotive safety products, safety belts and seat belts, safety belt accessories and parts and other safety items, industrial insignia. Ray T. Hickok, pres.; Alan O. Hickok, vice-pres.; Joseph Clemens, treas.; Wm. Hobbs, chmn. policy and oper. com.; Wm. D. Brandt, sales mgr.; Marguerite Boehmer, adv. mgr.; Robert Brown, chief engr.; Walter Toombs, pur. agt. **Adv. Agcy.**—Kastor, Farrell, Chesley & Clifford, 400 Madison ave., New York 17, N. Y. Frank Baker, acct. exec.

HIGBIE MFG. CO., Fourth and Water sts., Rochester, Mich. Steel tubing for automotive requirements; gasoline and diesel engines; appliances, heating elements, and for mechanical purposes; precision screw machine parts. E. P. Robinson, vice-pres. sales (Avon Tube Div.); Glenn Barnett, vice-pres. sales (Bronson Reel and Precision Parts Div.)

HIGHWAY SAFETY APPLIANCES, Div. of Napco Industries, Inc., Seventh st., North Lyndale, Minneapolis 11, Minn. Manufacturers of electric sanders for traction for trucks, buses, passenger cars, automotive equipment. W. E. Gorman, sales mgr. **Adv. Agcy.** — Mitchell and Mitchell, Minneapolis, Minn. Milt Hoffman, acct. exec.

HIGHWAY TRAILER CO., 405 East Fulton st., Edgerton, Wis. Commercial truck trailers, trailerized tanks, dry bulk haulers, utility truck bodies, earth boring machines, pole and cable reel trailers, winches, power take-offs, service accessories. H. J. Meagher, pres.; C. N. Christy, treas.; M. F. Bloomenstiel, secy.; H. C. Stricker jr., chief engr.; J. W. Shellnut, pur. agt.

HINSON MFG. CO., Westfield ave. and Menges, Waterloo, Ia. Seat covers, seat belts, service covers, sanforized work garments, and other textile automotive products. Clyde Hinson, pres.; James Hinson and Wm. H. Hinson, vice-presidents; Paul L. Ferguson, secy.; William H. Hinson, treas.; Paul Jacoby, works mgr.; H. D. Leighty, sales mgr.; D. H. Torner, asst. sales mgr.; James Hinson, pur. agt. **Det. Rep.**—E. C. Reamer, 714 Genesee Bank bldg., Flint, Mich.

HOBART BROTHERS CO., Hobart Square, Troy 1, O. Battery chargers, arc welders, motor generator sets, pipe thawing equipment. E. A. Hobart, pres.; W. H. Hobart, vice-pres.; C. J. Jenkins, secy. and treas.; O. H. Menke, gen. mgr.; E. C. Galbreath, sales mgr.; Cliff Priest, adv. mgr.; H. Mohler, serv. mgr.; W. B. Howell, parts and acc. mgr.; E. A. Hobart, chief engr.; B. A. Lutz, pur. agt.; C. Knisley, traffic mgr. **Det. Rep.**—Roy Smith Co., 5257 Trumbull ave., Detroit. **Adv. Agcy.**—Ralph Dalton & Assoc., Troy, O. R. W. Dalton, acct. exec.

HOBBS CORP., JOHN W., Div. of Stewart-Warner Corp., Yale and Ash, Springfield, Ill. Automatic operating lights for glove and luggage compartment and for underhood, small gravity operated mercury switches, plunger-type switches, exhaust extension deflectors, electric-operating grease guns, engine hour meters. J. W. Hobbs, pres. and gen. mgr.; H. D. Chance, vice-pres.; F. Lee Farmer, vice-pres., sales mgr.; A. Kubish, works mgr.; Byron Booth, asst. sales mgr.; Chas. A. Woodcock, chief engr.; P. W. Redieske, pur. agt. **Det. Rep.**—J. H. McPhail, 1017 Fisher bldg., Detroit, Mich.

HOBBS MFG. CO., 26 Salisbury st., Worcester 5, Mass. Split type lock washers, cotter pins. Willard H. Ware, pres., treas.; Stewart F. Oakes, vice-pres., gen. mgr.; Robert Rothkopf, sales mgr.; Thomas B. Daly, asst. sales. **Det. Rep.**—R. E. Filiatrault, 802 Fisher bldg.

HOCK PAINT & CHEMICAL WORKS, INC., Box 190, Phoenixville, Pa. Metalock alkyd automotive finishes, metalock chromate primer and industrial finishes. H. W. Hock, pres.; W. M. Gotwals, vice-pres.

HODELL CHAIN CO., Div. of The National Screw & Mfg Co., 3924 Cooper ave., Cleveland 3, O. Tire chains; pass. and truck, towing and tractor. Chain repair tools and assemblies, welded and weldless. C. A. Carrithers jr., gen. mgr.; J. J. Bedocs, works mgr.; D. J. Gemmell, dir. of sales; E. F. Harding, sales mgr.; H. B. Smith, ind. sales mgr.; J. D. Schneider, adv. mgr.; A. E. Wennerstrom, chief engr.; M. S. Reber, pur. agt.; E. A. Voelker, traffic mgr. **Det. Rep.**—National Screw & Mfg. Co., 913 Fisher bldg. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., Cleveland 15, O. E. M. Marker, acct. exec.

HOFFMAN IRON & STEEL CO., Warren-Sharon rd., Vienna, O. Suburban tote all truck bed, storm dodger grill. Ralph B. Hoffman, pres.; Gladys Hoffman, vice-pres. **Adv. Agcy.**—R. J. McCallister Co., Youngstown, O. John R. Advent, acct. exec.

HOLLEY CARBURETOR CO., 11955 E. Nine Mile rd., Van Dyke, Mich. Carburetors, distributors, fuel pumps, gas turbine controls and governors. George M. Holley, chmn. of the bd.; Earl Holley, vice-chmn. of bd.; George M. Holley jr., pres., chmn. exec. comm.; M. J. Kittler, exec. vice-pres.; Carl H. Hofmeister, vice-pres. chge. new products; B. B. Phillips, vice-pres. chge. finance and treas.; N. A. Miles, vice-pres. chge. ind. rel., secy.; John C. Rolley, vice-pres., dir. of sales; Edwin R. Stroh, vice-pres. and automotive sales mgr.; Danforth Holley, vice-pres. pub. rel. and new products; P. L. Greenwood, asst. secy.; B. R. Tebbert, asst. automotive sales mgr.; J. R. Nyland, asst. automotive sales mgr.; W. E. Bailey, serv. sales mgr.; G. Freeland, adv. mgr.; M. R. Lawyer, serv. mgr.; A. J. Hess, mgr. aircraft activities; J. H. Stickney, aircraft sales mgr. **Adv. Agcy.**—Holden, Chapin, LaRue, Inc., Detroit, Mich. John Chapin, acct. exec.

HOLLINGSHEAD CORP., R. M., 840 Cooper st., Camden, N. J. Aviation, industrial automotive and household chemical maintenance products including polish, hydraulic brake fluid, cleaner, shock absorber fluid, cooling system chemical, appearance conditioning chemicals and products. R. M. Hollingshead, chmn. of bd.; Stewart Hollingshead, chmn. exec. comm.; W. H. Norton, pres.; T. J. Bagley, exec. vice-pres.; H. L. Danziger, vice-pres.; W. H. Lukens, vice-pres. (export); Philip Jones, secy. and asst. to pres.; O. J. Blank, vice-pres.; A. C. Kupris, gen. adv. mgr.; J. J. Laputka, vice-pres. and treas.; O. H. Timms, pur. agt. **Adv. Agcy.**—Gray and Rogers, 13 S. 12th st., Philadelphia, Pa.

HOLLYWOOD DEEP TONE MFG. CO., 21300 Sherman Way, Canoga Park, Calif. Glass packed mufflers, steel packed mufflers, exhaust header systems with glass packs, exhaust header systems with steel packs, dual sets with glass packs, dual sets with steel packs, chromed extensions, reparits — chromed and regular, racket busters, dual and exhaust systems for use with stock mufflers, head pipes, tail pipes, clamp sets. Carl A. Mercer, pres.; Howard Kaslin, vice-pres.; Oberta Mercer, secy.-treas.; Vern Coop, chief engr.; Jack Krebs, exp. and testing; Jack R. Mooring, pur. agt.

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Who's Who in the Auto Industry

(Continued from Page 228)

HOLMES, CO., ERNEST, 2505 E. 43rd st., Chattanooga 7, Tenn. Holmes wreckers, service bodies, wrecking equipment. Ernest W. Holmes jr., pres.; C. C. Shackleford, vice-pres.; F. T. Russey, secy.; Marie B. Love, treas.; Gary F. Davis, sales mgr.; Val Reich jr., asst. sales mgr.; J. H. Van Zandt, parts mgr.; E. E. Cline, chief engr.; H. T. Sliger, plant supt.; A. M. Morton, pur. agt. **Adv. Agcy.**—Acme Advertising Agency, Atlanta, Ga.

HOMESTEAD VALVE MFG. CO., Box 98, Coraopolis, Pa. Hypressure Jenny steam cleaner, Hypressure Jenny compounds, Homestead holsters and valves. W. R. Schuchman, chmn. of bd.; F. E. Schuchman, pres.; Elliott G. Johnson, adv. mgr.; Fred Schuchman, gen. sales mgr.; Sam C. Mahood, assoc. sales mgr.; Millard F. Jones, pur. agt.; John H. Slemenda, sales prom. mgr. **Adv. Agcy.**—Smith, Taylor & Jenkins, Pittsburgh, Pa. E. V. Hudson, acct. exec.

HOOF CO., C. M., 2100 Greenleaf st., Evanston, Ill. Locks, lites, mouldings, sinks and hardware. E. H. Hebner, pres.; David Lyons, vice-pres., treas., sales mgr.; Herman T. Van Mell, secy.; Robert W. Lyons, adv. mgr., sales prom. mgr.; L. V. Trabert, pur. agt. **Det. Rep.**—Wm. D. Gingrich, 4095 Cascade rd., Grand Rapids, Mich. **Adv. Agcy.**—Marvin E. Tench Adv. Agency, 5252 W. Kinzie st., Chicago 44, Ill.

HOOF PRODUCTS CO., 6543 S. Laramie ave., Chicago 38, Ill. Engine governors, velocity and centrifugal types; timing gear, silent; steel and aluminum-steel matched sets; timing chains; sprockets. A. C. Hoof, pres., treas.; C. E. Johnson, vice-pres., secy.; D. Gust, works mgr.; R Kind, pur agt.; L. L. Aitken, chief engr. **Adv. Agcy.**—Symonds MacKenzie & Co., Chicago, Ill.

HOOVER BALL AND BEARING CO., Ann Arbor, Mich. C. H. Simmons, pres. and chmn. of bd.; W. L. Brittain, exec. vice-pres.; Walter B. Kraus, secy.; Wm. E. Watrous, treas.; H. L. Schrock jr., vice-pres., gen. mgr.; R. C. Ressler, vice-pres. chge. of mfg.; F. H. Lennox, sales mgr.; J. A. Carman, dir. of purch.; Robert W. Ebey, adv. mgr.; Leo Rollins, personnel dir. **Adv. Agcy.**—Fred M. Randall Co., Detroit, Mich.

HOPE METAL PRODUCTS, INC., 1688 Arabella rd., Cleveland 12, O. Heavy duty metal parts bins, super strength commercial shelving, special storage equipment, shop equipment (benches, stools, counters, tool toters), etc., storage cabinets, special automotive displays of steel, toilet partitions, office partitions, shower stalls, metal hospital cubicles. Iver H. Hope, pres.; Milton I. Hope, vice-pres.; Bob Hope, chmn. of bd.; Iver H. Hope, Milton I. Hope, David Nadel, Joseph J. Klein, bd. members; Paul D. Travers, chief engr.; George E. Yanks, contr. and office mgr.; Frank H. White, dis. sales mgr.; Dick Ciccotti, auto sales div.; John Wolfe, supt. in chge. of constr. prod.; Jack Livermore, mgr. customer serv. dept.

HOUDAILLE INDUSTRIES, INC., 1280 Main st., Buffalo 9, N. Y. Bumpers, bumper guards, bumper hangers, torsional vibration dampers, rotary shock absorbers, air cleaners, fender panels, brake levers, door locks, seat actuators, special automotive tools, variable capacity transmission pumps. Custom forgings, hand tools. Ralph F. Peo, pres., chmn. of bd.; G. C. Saltarelli, vice-pres. chge. oper.; F. Arthur Smith, vice-pres. and group exec. in chge. auto div. **Sales Reps.**—Gordon O. Rice, Detroit div.; John A. Crosby, Detroit div.; M. R. Cummings, Houdaille of Canada; B. A. Elms, Huntington and Chicago divs.; Merle J. Timmerman, Manzel div., Buffalo; R. A. Johnson, N. Chicago div. **Adv. Agcy.**—Comstock & Co., Buffalo 2, N. Y.

HOUDAILLE INDUSTRIES, INC., Buffalo Hydraulics Div., 537 East Delavan ave., Buffalo 11, N. Y. Rotary shock absorbers, torsional vibration dampers, friction snubbers, variable displacement hydraulic pumps. Ralph F. Peo, pres.; Eric G. Boehm, gen. mgr.

HOUGHTON & CO., E. F., 303 W. Lehigh ave., Philadelphia 33, Pa. Carburizers, heat treating salts, cutting oils, drawing oils, tempering oils, textile oils and softeners, leather belting and packings, and lubricants. Aaron E. Carpenter, chmn. of bd., gen. mgr.; Wm. F. MacDonald, pres.; D. J. Richards (sales), vice-pres.; John F. Maisch, treas.; E. A. Carpenter, secy.; Herbert M. Michael, M. M.; Douglas C. Miner, adv. mgr.; Herbert B. Fox, dir. of pur.; Harry C. Mohrman, traf. mgr. **Det. Rep.**—H. E. Martin, Stephenson bldg.

HOUSER ENG. & MFG. CO., INC., 200 E. Spring st., Bluffton, Ind. C. L. Schust Co., Inc., owner; Clemence N. Butts, sales mgr.

HOWELL DEVICE CO., 1083 Erie Cliff, Cleveland 7, O. Parts cleaning brush for garage repair. R. C. Howell, pres.; R. S. Adams, secy.; Wm. Scholleart, chief engr., asst sales.

HUB CITY IRON CO., 217 First ave., S.W., Aberdeen, S.D. Valve guides, valve seats, cylinder sleeves, shop equipment. P. C. Green, pres. and gen. mgr.; Mayme C. Green, secy. and treas.; Alberta G. Smith, vice-pres.; F. Glover, works mgr.

HUCK MFG. CO., 2480 Bellevue, Detroit 7, Mich. Blind rivets, huckbolts, rivet pull guns. A. W. Armour III, pres.; A. E. Benkert, exec. vice-pres.; A. E. Stern, secy.; C. M. Albritton, plant mgr.; G. Van Hecke, vice-pres. engrg.; G. Q. Mathews, vice-pres. chge. sales; A. R. Tenny, sales mgr., Eastern div.; W. D. Messer, sales mgr., Midwestern div.; C. R. Armour, admn. rep. **Det. Rep.** — C. J. Hanneman, 2480 Bellevue. **Adv. Agcy.**—Forrest B. Hubert, Inc., Detroit Mich. Forrest B. Hubert, acct. exec.

HUDSON DIVISION, American Motors Corp., 14250 Plymouth rd., Detroit 32, Mich. (See AMERICAN MOTORS CORP. listing).

HUDSON LAMP CO., 528 Elm st., Kearny, N. J. Miniature incandescent lamps; automotive, flashlight, radio panel. J. D. Ceader, pres.; David E. Davis, secy., treas.; L. A. Musella, asst. secy.-treas.; Herman Fine, works mgr.; P. S. Rust, sales mgr.; J. D. Collins, chief engr.

HUFFMAN MFG. CO. Automotive Div. Ohio, Delphos, O. Oil measures, automatic transmission service units, oil dispensers, creepers, gas cans, lift drains, safety cans, funnels, H. M. Huffman jr., pres.; F. C. Smith, exec. vice-pres.; D. S. Mitchell, treas.; R. E. Dorman, gen. mgr.; T. M. Jones, asst. sales; F. Schlereth, traf. mgr. **Det. Rep.**—James R. Hearn, 631 Seldon ave., Detroit 1.

HUGHES-KEENAN CORP., London road, Delaware, O. Roustabout cranes, winches, hi-lift. G. W. Way, pres., gen. mgr.; W. E. Post, vice-pres.; Harry A. Humes, secy., treas.

HULL MFG. CO., P. O. Box 246, Warren, O. Illuminated automobile compass for night and day driving. Walter E. Hull, pres., treas., gen. mgr.; Ralph W. Hull, vice-pres., works mgr.; Agnes W. Hull, secy.; Russell A. Walter, sales, adv. mgr., asst. treas. **Adv. Agcy.**—R. J. McCallister Co., 217 East Indianola, Youngstown, O. R. J. McCallister, acct. exec.

HUNTER ENGINEERING CO., 7 Hunter st., St. Louis 24, Mo. Wheel balancers and wheel aligners. Lee Hunter, pres.; Joseph Hunter, exec. vice-pres.; H. M. Seago, vice-pres., sales mgr.; E. A. Goergen, secy.-treas. **Adv. Agcy.**—Oakleigh French and Assoc., St. Louis, Mo. D. Lehleitner, acct. exec.

HUNTER MFG. CO., 30525 Aurora rd., Solon, O. Gasoline burning truck heaters, Hunter cargo coolers, LP-gas fired cargo heaters. Robert H. Hunter, pres.; Warren A. Miller, vice-pres. and sales mgr.; L. M. Hunter, secy.-treas.; H. W. Hurless, works mgr.; A. J. Hanje, chief engr.; J. C. Wolfe, pur. agt. **Adv. Agcy.** — Meermans, Inc., 1924 N.B.C. Bldg., Cleveland, O. F. T. McDonough, acct. exec.

HUPP AVIATION CO., 6633 West 65th st., Chicago 38, Ill. Gears, shafts, gear boxes, traversing gear boxes, weldments, precision machining, sheet metal fabrication. T. V. Purvin, pres.; L. H. Renner, mfg. mgr.; J. W. Painter, gen. sales mgr.; R. M. Lindgren, master mechanic. **Adv. Agcy.**—C. Franklin Brown, Inc., 20 N. Wacker dr., Chicago, Ill.

HUPP CORP., 1135 Ivanhoe rd., Cleveland 10, O. All-electric window lifts and seat adjusters, manual window lifts, air conditioning units, gears and gear tools, Don H. Gearheart, pres.; Don S. Smith, W. H. Haag, D. V. Petrone, F. W. Hottenroth, D. R. Lester, vice-presidents; W. A. Giddens, treas.; Manning E. Case jr., secy. **Hupp International div.,** 1135 Ivanhoe rd., Cleveland 10, O.

HUPP CORP., Huppower, div., 7450 Melville 17, Mich. Electric window lifts, seat belt retracting devices, electric power actuating mechanisms. R. E. Brown, pres.; M. E. Case jr., secy.; W. A. Giddens, treas.; J. H. Stoops, plant mgr.; L. A. Quart, sales mgr.; H. B. Kulose, chief engr.; W. S. Thomas, pur. agt.; R. M. Morehouse, production control mgr. **Det. Rep.**—L. A. Quart, 7450 Melville. **Adv. Agcy.**—Burson-Marstellar Associates, Inc., 11 E. 36th st., New York 16, N. Y. S. W. Baker, acct. exec.

HURD LOCK & MFG. CO., 438 New Center bldg., Detroit 2, Mich. Locks, control rods, polishing, die castings, ornaments, plating, hub caps, stone guards. E. P. Hurd, pres., gen. mgr.; C. Sinclair and E. W. Hurd, vice-presidents; C. D. Ferguson, secy.-treas.; W. B. Sweat, sales mgr., pur. agt.; H. F. Dies, chief engr. **Det. Rep.**—C. J. Marshall, 438 New Center bldg., Detroit 2, Mich.

HYATT BEARINGS DIV., General Motors Corp., Harrison, N. J. Roller bearings. D. L. Boyes, gen. mgr.; C. C. Wardell, adv. mgr.; J. S. Marratt, mgr. Harrison plant; T. A. Jagen, mgr. Clark plant; E. S. Clymer, prod. mgr.; C. W. Kalchthaler, chief engr. **Det. Rep.**—L. C. Groce, mgr. motor sales div. **Adv. Agcy.**—D. P. Brother & Co., Detroit, Mich. S. C. Brown, acct. exec.

HYDRAULIC PRESS MFG. CO., Div of Koehring Co., Mount Gilead, O. Hydraulic presses for the metal working and process industries; die casting machines; plastics molding machines; hydraulic pumps, valves, fluid motors, controls. W. H. Bennett, pres., gen. mgr.; E. L. Oehling, gen. sls. mgr.; J. W. Arnold, vice-pres. mfg.; C. P. Terry, adv. mgr.; Lloyd Harris, serv. mgr.; W. VanHorn, parts and acc. mgr.; R. J. Lindsey, vice-pres., engrg.; Carl Fisher, pur. agt.; C. L. Coning, traf. mgr. **Det. Rep.**—Art Linzell, 2842 W. Grand blvd., Detroit 2. **Adv. Agcy.**—Jay H. Maish Co., Marion, O. Jim Gallant, acct. exec.

HYDRAULIC PRODUCTS CO., 509 Westminster, Providence, R. I. Dyna-lift, dyna-jack, magic air oiler, grinding machines, regulators, vaporizers, air valves, trestles and cap plugs. Woolsey A. Shepard, pres. and treas.; Norman T. Bolles, vice-pres. and gen. mgr.; William A. Stewart, exec. vice-pres. and secy.; Francis J. Devlin, asst. treas.; Earl E. Bushman, works mgr.; George Page, sales mgr.; Lloyd Sheeran, chief engr.; Robbert Hall, pur. agt.

HYGRADE PRODUCTS DIV., Standard Motor Prod., Inc., 37-18 Northern blvd., Long Island City 1, N. Y. Carburetor kits and parts; fuel pumps, kits and parts; speedometer cable and casing assemblies. Elias Fife, pres., treas.; H. O. Rosenstein, vice-pres., secy.; A. Roffman, adv. mgr.; B. Fife, gen. mgr.; J. F. Kenny, sales mgr.; L. Steinberg, chief engr.; I. Beck, pur. agt.; N. L. Sills, per. mgr. **Adv. Agcy.** — Friend, Reiss Adv. Co., New York, N. Y. Harold Reiss, acct. exec.

HYMAN CO., S. E., 326 Jackson st., Fremont, O. Automobile seat covers, door scuff pads, wedge cushions, arm rest covers. R. D. Pence, pres. and gen. mgr.; R. B. Newman, vice-pres., treas.; Chester Culbert, secy.; C. H. Pickard, vice-pres. and prod. mgr.; Harold A. Dudley, supt.; Henry Sternberg, vice-pres. and sales mgr.; S. C. Mirsky, vice-pres. and Eastern sales mgr.

HYSTER CO., 2903-26 N. E. Clackamas, Portland 8, Ore. Also plants at Peoria, Ill. and Danville, Ill. Fork lift trucks, Straddle trucks, Karry Krane, tractor winches, tractor cranes, tractor arches. Ernest G. Swigert, pres.; Eugene Caldwell, Frank L. Ross, vice-presidents; Harvey Black, secy-treas.; Eugene Caldwell, gen. mgr.; Philip Hill, exec. vice-pres.; Harvey Raasch, Ray Donald, R.

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Who's Who in the Auto Industry

(Continued from Page 229)

F. Moody, sales mgrs.; Dar Johnson, sales prom. mgr.; Jack Lewis, vice-pres. chge. production; Duane Kragrud, (East) serv. mgr.; Al Zwald, chief engr.; Paul Rhodes (West), Ken Waldren (East), pur. agts. Det. Rep.—Bentley & Hyde, 12945 Puritan ave., Detroit 27. Adv. Agcy.—Cole & Weber, Portland. A. R. Finley, acct. exec.

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IDEAL CORP., 435 Liberty ave., Brooklyn 7, N. Y. Hose clamps, switches, voltage regulators. Phil Rauch, pres.; Louis Rauch, vice-pres.; Ed Kane, sales mgr. Adv. Agcy. — RAF Advertising, Inc., Newark, N. J. D. Lauter, acct. exec.

IGNITER CO., 1635 El Camino Real, Redwood City, Calif. Breaker plate stabilizer kit. J. A. McKenna, pres.; Relia McKenna, vice-pres.; A. L. Kenworthy, gen. mgr.

ILLINOIS TOOL WORKS, 2501 No. Keeler ave., Chicago 39, Ill. Engineered and standard metal cutting tools, gear and cutting tool measuring machines. Harold Byron Smith, pres.; J. F. Miller, vice-pres.; J. R. Russell, secy. and asst. treas.; Robert E. Wolff, mgr. Illinite Div.; J. Tapper, works mgr.; E. E. Valy, std. tool sales mgr.; D. K. Davis, mgr. eng. sales & serv.; D. A. Permoda, adv. mgr.; A. Zamis, chief engr.; A. Froehlich, pur. agt.; J. Tomlin, pub. rel. mgr. Det. Rep. —Ed Wiard, 2895 E. Grand blvd. Adv.

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Agcy.—Waldie & Briggs, Chicago, Ill. R. M. Wall, acct. exec.

IMCO CONTAINER CORP., 75th and Cleveland sts., Kansas City 30, Mo. Polyethylene bottles and jars for various car polishes and window cleaners. W. K. Archer, pres.; R. V. Vosburgh, vice-pres.; H. J. Steed, secy. and treas. Adv. Agcy.—Comer & Pollard, Kansas City, Mo. C. Alec Pollard, acct. exec.

IMCO MFG. & SALES CO., 10 E. Lafayette ave., Baltimore 2, Md. Imco lined brake shoes, universal joints, water pumps, brake cable shorteners. Irvin M. Cook, pres.; I. Douglas Cook, sales mgr.; J. A. King, pur. agt. Adv. Agcy.—Perry Advertising Co., Baltimore, Md.

IMERMAN SCREW PRODUCTS CO., 6420 E. Lafayette, Detroit 7, Mich. Screw machine products, automotive steering and suspension assemblies. Stanley Imerman, pres., treas. and gen. mgr.; Wilfrid G. Torrance, vice-pres., sales mgr.; Joseph H. Jackier, secy.; E. A. Sicklesteel, pur. agt. Det. Rep.—6420 E. Lafayette, Detroit 7, Mich.

IMPERIAL BRASS MFG. CO., 1200 W. Harrison st., Chicago 7, Ill. Tube fittings, flexible fuel lines, pressure hose and reusable couplings, power steering hose assemblies, needle and shutoff valves, drain cocks, fuel strainers, push-pull controls, tube cutters, benders, flaring tools, drum faucets, battery hydrometers, antifreeze testers, motor cleaners, air nozzles. F. C. Shafer, pres. and treas.; W. C. Musham, vice-pres.; F. Harris, secy.; J. T. Greenlee, vice-pres., sales mgr., ind. div.; C. H. Benson, vice-pres., sales mgr., distributor sales; F. J. McNellis, export mgr.; E. F. Todd, sales prom. mgr.; M. L. Warder, adv. mgr.; G. Franck, dir. of engrg.; W. B. Burnet, pur. agt.; Joseph Blecha, traf. mgr. Adv. Agcy.—Klau, Van Pietersom, Dunlap, Milwaukee 3, Wis. Hal Weber, acct. exec.

IMPERIAL HANDLE & LOCK MFG. CO., INC., 858 East 29th st., Brooklyn 10, N. Y. Gear kits, body hardware, fendatrim gas lock, guardian safety handle, door handles, locks, channels. Owned and operated by the Friedman Bros.

IMPERIAL INDUSTRIES, INC., 4436 Walker ave., Wayne, Mich. Signs, displays, merchandising aids, industrial plastic fabrication. W. G. Lewellen jr., pres., gen. mgr., pur. agt.; C. O. Betz, vice-pres., treas., prod. mgr., chief engr.; R. W. Struthers, sales mgr. Det. Rep.—R. W. Struthers, 628 Pallister.

IMPERIAL METAL PRODUCTS, INC., 3239-45 N. 29th st., Philadelphia 29, Pa. Fender skirts and accessories. S. Duncan Zellat, pres., sales; I. N. Goodman, secy., treas.

INDEPENDENT LOCK CO., Fitchburg, Mass. Locks, key blanks, key cutting machines. G. W. Falk, pres.; J. J. Meyer, vice-pres. and gen. mgr.; B. S. Falk, gen. sales mgr.; A. C. Amann, ind. sales mgr.; B. A. McCuen, mdse. mgr.; S. Morgen, works mgr.; H. B. McGuirk, serv. mgr.; B. Kaplan, pur. agt.; G. Patriquin, chief engr.; J. Manning, traf. mgr. Det. Rep.—Harry J. Sherman, 2101 Cass ave. Adv. Agcy.—Humphrey, Alley & Richards, Inc., 1235 Statler bldg., Boston, Mass. Herman Allen, acct. exec.

INDIAN CO., THE, 29 Worthington st., Springfield, Mass. Motorcycles; spare parts and accessories, import bicycles. Arthur T. McManmon, pres.; Lawrence O. Paul, exec. vice-pres.; A. F. West, vice-pres., sales mgr.; T. I. Mosley, serv. mgr. and chief engr.; R. B. Denis, pur. agt.; George Thebert, traf. mgr. Det. Rep. —Robert J. Steiner, 5259A No. 31st st., Milwaukee, Wis. Adv. Agcy.—Gibney and Barreca, Springfield, Mass.

INDUSTRIAL RAYON CORP., 500 Fifth ave., New York 36, N. Y. Nylon staple fiber, rayon knitted fabrics, continuous process, rayon filament yarn, rayon tire cord. H. B. Kline, pres.; W. D. Benson, vice-pres., sales; C. E. Rodgers jr., nylon staple fiber continuous process; G. C. Miller, rayon filament yarn; G. I. Rounds, rayon tire cord; A. A. Schoenberger, rayon knitted fabrics.

INDUSTRIAL RESEARCH, INC., 4016 N. W. 29th st., Miami 42, Fla. Catalyst battery caps. C. H. Laughlin, pres.; Darrell S. Jones, vice-pres.; P. Howard Wills, secy., treas.

INDUSTRIAL WIRE CLOTH PRODUCTS CORP., 3927 4th st., Wayne, Mich. Oil bath air cleaner and silencer assy., crankcase breathers, oil pump, fuel pump and carburetor strainers, cowl ventilator screens, refrigerator and oil burner strainers, wire cloth parts and assemblies, micronic dry type air cleaners. F. A. Vollbrecht, chmn.; D. E. Agren, pres. and gen. mgr.; W. S. Murdock, secy.-treas.; Geo. Vunich, works mgr.; E. B. Delaney, sales mgr.; L. Ludwig, chief engr.; J. M. Grinder, pur. agt. Adv. Agcy.—Karl G. Behr Agency, Detroit 1, Mich.

INGERSOLL - RAND CO., 11 Broadway, New York 4, N. Y. Air compressors, air tools, electric impactools, diesel engines, centrifugal pumps, blowers, rock drills, steam condensers. R. H. Johnson, pres.; L. C. Hopton, 1st vice-pres.; E. A. Keogh, treas.; H. G. Conkey, vice-pres.; N. D. Cherry, asst. sales mgr.; A. W. Loomis, adv. mgr.; W. T. Mills, gen. pur. agt.; F. Webbe, traf. mgr. Det. Rep. — D. Fleck, mgr., Ingersoll-Rand Co., Congress st. Adv. Agcy.—Beaumont, Heller, Sperling, Reading, Pa.

INGERSOLL STEEL DIV., Borg-Warner Corp., New Castle, Ind., High carbon and alloy steel sheets and plates, high speed and stainless steel sheets, armor plate steel, stainless clad steel, saw steels, automotive and tractor clutch discs, hand shovels. L. G. Porter, pres., gen. mgr.; Harold G. Ingersoll jr., vice-pres., secy., and asst. gen. mgr.; R. W. Leigh, vice-pres. chge. sales; W. C. Zepf, treas. and compt.; G. L. Smith, pur. agt.; T. L. Nelson, vice-pres. of mfg. Adv. Agcy.—Roger & Smith, Chicago, Ill.

INLAND MANUFACTURING CO., 1108 Jackson st., Omaha 2, Neb. Radiator repair shop equipment including: Radiator flow-testing machines, radiator testing and repair benches, radiator cleaning tanks, radiator back-flushing booths, block de-scaling machines, radiator leak exposer, small tools and expendable supplies used by radiator repair shops. Daniel Langfeld, pres., gen. mgr.; B. Langfeld, vice-pres.-treas.; Sam L. Grasso, mgr., mfg. depts.; James V. Grasso, mgr. equip. div.

INLAND MFG. DIV., General Motors Corp., 2727 Inland ave., Dayton 7, O. Steering wheels, plastic and rubber; motor mounts; weather strips, molded extruded and foam rubber; injection molded plastic parts; clutch assemblies; power steering hose; hydraulic brake hose; brake lining, ice trays, molded rubber parts, defroster hose. J. D. O'Brien, gen. mgr.; C. K. Haas, factory mgr.; M. A. Lause, gen. sales mgr.; A. J. Fouts (refrig. and allied prod.), asst. sales mgrs.; H. J. Raiff, prod. mgr.; R. S. Wolfe, pur. agt.; J. J. Braham, div. compt.; W. A. Blake, traf. mgr. Det. Rep.—R. H. Smith, 5-232 General Motors bldg., Detroit 2.

INLAND RUBBER CORP., 515 Newman st., Mansfield, O. Tires, tubes and repair materials. J. H. Hoffman, pres.; J. C. Moore, vice-pres., gen. sales mgr.; E. C. McGarvey, secy.; Boyd Weaver, treas.; John W. Hammer, adv. mgr.

INLAND STEEL CO., 38 S. Dearborn st., Chicago 3, Ill. Bars, sheets, strip, structurals, plates, tin plate, floor plate, piling, reinforcing bars, rails, track accessories. J. L. Block, pres.; P. D. Block jr., senior vice-pres.; H. W. Johnson, L. B. Block, W. G. Caples, H. H. Strauss, R. L. Peters, vice-presidents; J. F. Smith jr., vice-pres., sales; R. M. Buddington, gen. mgr., sales; G. Megan, secy.; F. M. Rich, works mgr.; W. E. Geidt, adv. mgr.; I. Rosenak, chief engr.; W. H. Stapleton, pur. agt.; E. C. Youngberg, traf. mgr.; Frank Cassell, ind. rel. mgr. Det. Rep.—W. H. Williams. Adv. Agcy.—Edward H. Weiss & Co. Kenneth Murison, acct. exec.

INNOCENTI CORP., Lambretta Div., 43 West 61 st., New York 23, N. Y. Motor scooter; (two and three-wheel passenger with side-car; three-wheel commercial model). Ing. Renzo Guani, pres.; Dr. Jean Rodocanachi, vice-pres.; Robert Moss, secy.; Charles A. Pozzi, treas.; Peter M. Hilden, sales mgr. Adv. Agcy. —Birmingham, Castleton and Pierce, 136 E. 38th, New York 16, N. Y.

INSEALATOR, INC., P. O. Box 146, Holly, Mich. Radiator stop leak pellet (for industrial use only). Fred D. Barton, pres.; Ethel A. Barton, vice-pres.; William L. Christiansen, secy.; J. H. Jorgenson, treas.; D. Garrison, sales rep.

INSUL-MASTIC CORP. OF AMERICA, 7750 W. 61st place, Summit, Ill. Automobile underbody coating; cork impregnated underbody coating; trailer topping, mastic roofing for trailers and commercial vehicles; corrosion preventive; weatherproofing waterproofing, vapor - sealing and insulating mastics for masonry, metal and other surfaces; cork mastic insulation for tanks, ducts, auto and truck bodies; protective coating and vapor-sealing for insulation, foam insulation for sound deadening and heat control. O. V. McGrew, pres.; E. R. Powell, vice-pres. and treas.; Harold P. Shane, secy.; Wm. A. LaFontaine, Karkote sales mgr.

INTER - COMMUNICATION SYSTEM OF AMERICA, 2170 S. Canalport ave., Chicago 8, Ill. Service control for auto dealers, inter-communication equipment of all types, public address systems. Nathan C. Meyer, pres.; Joseph Meyer, vice-pres.; Milton C. Meyer, secy.-treas. Adv. Agcy. —Van Hecker, Chicago, Ill.

INTER-LAKES STEEL PRODUCTS CO., 9434 Highland rd., Rt. 2, Pontiac, Mich. Automotive accessories and assemblies, jigs, fixtures and special equipment. Partners: Albert A. Stanker, Basil Thompson, Joe Venticinque, Don Wolverton.

INTERNATIONAL CONVEYOR & WASHER CORP., 652 East Fort st., Detroit 26, Mich. Conveyors of all types, automatic handling equipment, industrial washing machines, phosphatizing systems, marine fuel and water tanks. Murray V. Knapp, pres., sales mgr.; Cyril D. Paquette, vice-pres., gen. mgr.; Neil B. Morrish, secy.-treas.; Guy Sherk, works mgr.; John Yeager, (Conveyor Div.), chief engr.; Chas. M. Ladd (Washer Div.), chief engr.; Fred Hofmann, pur. agt.

INTERNATIONAL HARVESTER CO., 180 N. Michigan ave., Chicago 1, Ill. J. L. McCaffrey, chmn. of bd.; P. V. Moulder, pres.; C. E. Jarchow, H. O. Bercher, F. W. Jenks, exec. vice-presidents; G. J. Eger, secy.; W. R. Odell jr., treas.; W. C. Schumacher, vice-pres., in chge. of motor truck div.; W. D. Reese, mgr., engrg. (motor truck div.); H. E. Gottberg, mgr. mfg. (motor truck div.); R. M. Buzard, gen. mgr. (motor truck div.); L. W. Pierson, mgr. sales (motor truck div.); D. F. Kuntz, asst. sales mgr., motor truck div.; M. F. Peckels, dir. of consumer rel.; W. O. Maxwell, mgr. consumer rel. dept.; C. W. Leslie, gen. supvsr. (motor truck serv.); J. C. Bullelt, gen. supvsr. parts and serv. mdse. (motor truck div.); D. A. Conroy, mgr., supply and inventory (motor truck div.); A. C. Friedsam, gen. traf. mgr.; Dale Cox, pub. rel. mgr. Det. Rep. — G. D. Partridge, dist. mgr., 5915 W. Warren ave., Detroit 10. Adv. Agcy.—Young & Rubicam, Inc., Chicago, Ill.

INTERNATIONAL MFG. CO., 675 Rio Grand, Littleton, Colo. (suburb of Denver). LP-Gas Fired portable heaters, fired torches. Frank Tettimer, pres.; C. A. Brown, vice-pres.; Ken Laird, office mgr.

INTERNATIONAL MFG. CO., 2512 Washington st., Roxbury 19, Mass. License plate frames and brackets, guide posts, ornaments, initial frames, auto chairs, cribs. A. G. Goldberg, pres.; L. S. Fentin, vice-pres.; Morris I. Goldberg, gen. mgr.; Emilio Puorro, works mgr.; Sumner E. Swig, sales mgr. Adv. Agcy.—David Malkiel, Inc., Boston, Mass. Julian Malkiel, acct. exec.

INTERNATIONAL NICKEL CO., INC., 67 Wall st., New York 5, N. Y. Primary nickel and nickel alloys. Dr. John F. Thompson, chmn.; H. S. Wingate, pres.; W. C. Kerrigan, asst. to pres.; L. R. Larson, gen. sales mgr.; M. J. Phillips, mgr. adv.; Det. Rep.—F. J. Walls, 19542 James Couzens hwy., Detroit 35, Mich.

INTERNATIONAL PARTS CORP., State at 11th, Chicago 5, Ill. Automotive truck, bus, diesel mufflers and pipes. Nate H. Sherman, pres., treas.; Gordon B. Sherman, vice-pres., sales mgr.; B. G. Sherman, secy.; Robt. Schroeder, gen. mgr.; I. Frank, works mgr.; D. Sherman, asst. sales; Morris Thomas, adv. mgr.; J. P. Marx, chief engr.; H. Sabath, pur. agt. and parts and acc. mgr.; M. Wertz, S. Zuber, traf. mgrs.; Phil Ruda, pub. rel. mgr. Adv. Agcy.—Bozell-Jacobs, Chicago, Ill. Phil Ruda, acct. exec.

INTERNATIONAL RESISTANCE CO., 401 N. Broad st., Philadelphia 8, Pa. Fixed and variable resistors. Chas. Weyl, pres.; Harry A. Ehle, exec. vice-pres.; C. H. Griffith, vice-pres., sales; E. A. Stevens, vice-pres. and treas.; R. D. Ferree, mdse. sales mgr.; Jesse Marsten sr., vice-pres. and dir. engng.; Frank Dengler, pur. agt. Det. Rep. — Koehler-Pasmore Co., 11833 Hamilton, Detroit 3. Adv. Agcy.—Arndt, Preston, Chapin, Lamb & Keen, Inc., Philadelphia, Pa. Earle Thompson, acct. exec.

IONIA MFG. CO., Div. of The Mitchell-Bentley Corp., 219 Dexter st., Ionia, Mich. Estate wagon bodies, automotive trim, deluxe automotive bodies, transportation seating, public seating, industrial canvas sewing. Don R. Mitchell, pres., gen. mgr.; Wm. F. Mitchell, exec. vice-pres.; H. K. White, vice-pres.; H. L. Hartley, asst. to pres.; A. E. Brown, secy.-treas.; W. J. Dalzell, works mgr.; James H. Dignan, sales mgr.; B. D. Prendergast, asst. gen. sales mgr.; E. J. Houghton, serv. mgr.; G. F. Macfarlane, exec. chief engr.; Harvey Claus, dir. of purchases; James Chapman, pub. rel. mgr. Adv. Agcy. — Brindley-Roth, Inc., Detroit, Mich. R. B. Brindley, acct. exec.

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JACK & HEINTZ, INC., 17600 Broadway, Cleveland 1, O. Aircraft electrical accessories, custom-built commercial electric motors. F. R. Kohnstamm, pres.; O. T. Hess, secy.; C. F. Herbold, R. J. Eschborn, D. M. Berges, vice-presidents; J. E. Ault, compt.; J. R. Callahan, treas.; W. R. Koelliker, avia. sales; L. L. Bechler, motor sales mgr.; J. L. Whiteman, adv. mgr.; H. C. Schroeder, serv. mgr.; J. S. Seltzer, pur. agt.; R. C. Long, traf. mgr. Adv. Agcy.—Fuller & Smith & Ross, Inc., Cleveland 15, O. E. J. Martin, acct. exec.

JACKSON & CHURCH CO., 321 N. Hamilton, Saginaw 65, Mich. Warm air furnaces, pulp presses, injection molding preplasticizing machines, structural steel. David L. Perrot, chmn.; L. S. Redford, pres.; H. K. Beck, pres., furnace div.; F. C. Adams, vice-pres., sales mgr., furnace div.; F. E. Young, adv. mgr.; W. Berg, traf. mgr. Adv. Agcy.—H. M. Foehl Assoc., Bay City, Mich.

JACOBS, F. L., Co., Box 146, Roosevelt Park Annex, Detroit 32, Mich. Automotive stampings and assemblies including instrument panels, vent and framed windows, ash receivers, garnish mouldings, stainless steel stampings and rolled sections, resistance, Heliarc and gas weldings. Decorative and functional white and plated automotive die castings for interior and exterior applications. A. L. Gutterman, chmn. of bd. and pres.; Robert O. Gibson, exec. vice-pres.; Dermott Noonan, gen. vice-pres., treas.; H. S. Adams, vice-pres.; J. I. McClintock, secy.; Paul M. Hughes, asst. secy.; Don D. Goodsell, automotive sales mgr.; L. L. Hook, gen. mgr., Grand Rapids Metalcraft Div.; R. B. MacGregor, gen. mgr., Continental Die Casting Div.

JACK-BILT CORP., 906 Central st., Kansas City 5, Mo. Stick-on badges, used-car advertising and display material. Frank D. Jackson, pres.

JAGUAR CARS NORTH AMERICAN CORP., 32 East 47th st., New York 22, N. Y. Jaguar cars. Johannes Eerdmans, pres.; John Benett, exec. vice-pres.; William Mazza, treas.; James C. Touchton, vice-pres., sales; Everett Taylor Martin, vice-pres., adv., sales prom. and pub. rel. mgr.; Mrs. L. Alpert, asst. adv. mgr.; R. Graham Reid, vice-pres., serv., parts & acc. mgr. West Coast rep. — John Dugdale, Jaguar Cars North America Corp., 9110 Sunset blvd., Los Angeles, Calif. Adv. Agcy.—Cunningham & Walsh, Inc., New York, N. Y. Walter Wood, acct. exec.

JAMBOR TOOL & STAMPING CO., 3057 N. 30th st., Milwaukee 10, Wis. Bolt sets, shackle sets, rocker arm shafts, oil pumps, water pumps, small motor stampings, clutch forks, crankshaft ratchets, crankshaft pulleys, screw machine parts. (For Ford, Chevrolet and Plymouth cars.) R. B. Pressinger, pres.; E. L. Pressinger, vice-pres. and gen. mgr. in chge. of pur.; A. A. Mayer, treas.; A. Vinohradsky, works mgr.; H. A. Hosali, sales mgr.

JAMES INDUSTRIES, INC., E. Genessee, Skaneateles, N. Y. Cooling system analyzers. Albert James, pres.; Frederick Y. Manning, vice-pres.; Mary M. James, secy. and treas.; Jos M. Beatty, chief engr.; L. B. Wood, pur. agt., parts and acc. mgr. and traf. mgr. Adv. Agcy.—Richards & Webb, Inc., Syracuse, N. Y.

JAMESTOWN FINISHES, INC., (Subsidiary of The Wooster Rubber Co.), 125 Blackstone ave., Jamestown, N. Y. Primers, enamels, coated fabrics, lacquers, varnishes, vinyl organosols and plastisols. B. W. Avallone, pres. and gen. mgr.; L. D. Anders, Forest B. Shaw, vice-presidents; Donald Noble, treas.; Richard Raeder, secy.; J. Carl Myers, asst. secy. and plant mgr.; John P. Hart, asst. treas.

JASON CORP., THE, 1040 Grand st., Hoboken, N. Y. Stitchless quilted plastic, stretch-back vinyl materials, three-tone door upholstery. Benjamin Messing, pres.

JAY ELECTRIC CO., 5664 St. Jean ave., Detroit 13, Mich. Electric manufacturing and service. C. F. Josey, pres.; C. K. Johnston, vice-pres. and gen. mgr.; Edward Stanton, secy.

JENNISON-WRIGHT CORP., THE, 2462 Broadway, Toledo 9, O. Kreolite wood block factory flooring, creosoted railroad ties, piling, bridge ties and timbers. C. G. Carver, pres.; James Lampe, secy.; T. V. Cherrington, vice-pres., adv. mgr.; E. J. Littleton, R. R. ties mgr.; L. T. Ericson, chief engr.; Hugh Schwab, treas.; Norbert J. Beez, traf. mgr. Det. Rep. — Bert Jones, 880 Penobscot bldg. Adv. Agcy.—Frank M. Phillipps Adv. and Art Studio, Toledo, O.

JENSEN INC., 9331 Freeland, Detroit 28, Mich. Industrial ovens (radiant-infra-red & convection type heat), conveyors, material handling equipment, paint dip tanks, spray booths, finishing equipment, etc. F. V. Jensen, pres., gen. mgr.; Ben Milt, vice-pres. chge. sales; John J. Casey, vice-pres. chge. engrg.; Henry Thumin, secy.; Charles J. Salter, treas.; Glenn Mee, works mgr.; John J. Casey, chief engr. Det. Sales Rep.—G. R. (Dick) Clover, 506 New Center bldg., Detroit 2, Mich. Adv. Agcy. — Holden-Chapin-La Rue, Detroit, Mich. Richard Cleveland, acct. exec.

JESSAM INDUSTRIAL CORP., 180 Broadway, New York 38, N. Y. Military surplus parts, jeep parts, ignition parts, diesel specialists. J. Pinto, pres.

JET MFG. CO., INC., 288 Hyde Park ave., Boston 30, Mass. Marking pens and inks, stamping and stencil inks, roller printers. Chas. W. Airosus, pres.; D. C. Airosus, secy.

JET SPRAY AUTO WASHER CORP., 19 West 34th st., New York 1, N. Y. Jetomatic car & Truck washers. Sidney Mindlin, pres.; Robert N. Burkle, gen. mgr. Det. Rep.—Erry Loewenthal, 13444 Fenkell ave., Detroit 27. Adv. Agcy.—Edward Lush & Co., New Haven, Conn.

JETOMATIC, INC., 150 Wakelee ave., Ansonia, Conn. Auto and Truck Washers, overhead models and floor models. Andrew Weisz, pres.; Thomas Weisz, treas.; Joseph DiGiori, gen. mgr.; Edward Lopez, works mgr.; James R. Mitchell, chief engr. Det. Rep.—Aro Sales & Service, 8799 Lyndon. Adv. Agcy.—E. J. Lush, Inc., New Haven, Conn.

JIFFY MFG. CO., 360 Florence ave., Hillside, N. J. Padded shipping bags, kushion kraft (cellulose wadding), bumper pads, macerated paper pads and blankets. C. F. Johnson, sales mgr.; J. D. Farrington jr., pkg. engr. Det. Rep.—H. J. Bower, 1091 Prange dr., Fort Wayne, Ind.

JOHNS-MANVILLE SALES CORP., Dutch Brand Div., 7800 Woodlawn ave., Chicago 19, Ill. Plastic, friction and rubber electrical tapes, vinyl color tape, industrial pressure sensitive tapes, masking tape, filament reinforced strapping tape, glass setting tapes, patch kits, rubber cement, tube repair gum, vulcanizing, boot and trim cement, sponge rubber weatherstrip, sponge rubber, cork and rubber compounds, shock absorber fluids, gasket shellac compound, gasket sealing paste, rubber aprons. A. R. Fisher, pres.; E. F. Boyle, vice-pres. and gen. mgr.; regional sales managers: Eastern, W. M. Hobelsberger; Central, Geo. C. Alexander; Western, L. L. Bergendahl; Geo. H. Bills, adv. mgr.; C. G. Geiger, mdse. mgr.; C. E. Frick, plant mgr.; John F. Swart, pur. agt. Det. Rep.—Geo. C. Alexander, 15125 Seminole, Detroit, Mich.

JOHNS-MANVILLE SALES CORP., 22 East 40th st., New York 16, N. Y. Brake linings, lined brake shoes, brake blocks, clutch facings, automatic transmission discs, packings, oil seals. A. F. Fisher, pres.; F. J. Wakem, vice-pres.; gen. mgr.; Packing and Friction Mtls. Div.; E. H. Wells, vice-pres. and mdse. mgr.; C. C. Simoni, vice-pres. and sales mgr.; A. J. Bette, mgr. Friction mtls.; R. M. Garrett, mgr. replacement friction mtls.; J. S. Doyle, mgr. automotive sales. Det. Rep.—A. B. Curtis, mgr. Automotive Equipment Sales Dept., Johns-Manville Sales Corp., W. Grand blvd., at Second blvd., Detroit 2.

JOHNSON BRONZE CO., 500 S. Mill St., New Castle, Pa. Sleeve bearings; cast and rolled bronze, bronze and babbitt, bronze and steel, steel and babbitt, powder metallurgy, aluminum alloy, aluminum on steel. J. P. Flaherty, chmn. of bd.; E. M. Flaherty, pres.; J. F. Flaherty, vice-pres.; Louis Sandler sr., vice-pres.; L. F. Johns, vice-pres., mfg.; C. A. Williams, vice-pres., sales; E. N. Beisheim, sales mgr.; R. A. Young, mgr. repl. sales; Eugene Scanlon, adv. mgr.; L. Ivan Hudson, secy.; J. J. Brice, prod. mgr.

JOHNSON PRODUCTS, INC., 1185 E. Keating ave., Muskegon, Mich. Valve tappets. Paul F. Bergmann, pres. and treas.; John W. Humphreys, vice-pres. mfg.; Henry J. Hasper, secy. and pur. agt.; William M. Frank, vice-pres., sales and adv. Adv. Agcy.—The Jaqua Co., Grand Rapids, Mich. Gustave Richter, acct. exec.

JOHNSON & SON, INC., S. C., 1525 Howe st., Racine, Wis. Maintenance, industrial and agriculture wax products; automotive products: car cleaners, waxes and chrome cleaner. H. F. Johnson, pres.; H. M. Packard, exec. vice pres.; K. R. Nelson, secy.; W. C. Kidd, treas.; R. W. Carlson, marketing and international vice pres.; W. N. Connolly, pub. rel. vice-pres; Dr. J. V. Steinle, research & dev. vice-pres.; R. P. Gardiner, prod. vice-pres.; A. O. Fisher, household prod. field sales mgr.; J. W. Barrett, mainte. prod. dept. mgr.; D. L. Smith, adv. and mdse. dir.; R. H. Deihl, H. D. Wakefield, W. M. Schmick (automotive), R. E. Dobson, prod. mgrs.; C. A. Stangby, media mgr.; A. R. Menzies, sales prom. mgr.; W. R. Gerler, pub. rel. mgr.; J. R. Ruston, pur. mgr.; C. L. Laehr, asst. pur. mgr.; H. J. Bowman, traf. mgr.; Det. Rep.—J. J. McSunas jr., 14331 Schaefer hwy. Adv. Agcy.—(automotive) Foote, Cone & Belding, Chicago, Ill. C. S. Winston jr., acct. exec.

JO-LINE TOOLS, INC., 8442 Otis st., South Gate, Calif. Precision torque limiting wrenches. R. L. Barneson, pres., treas.; Wm. S. Woods, vice-pres.; R. Glen Woods, gen. mgr.; Myron Hegger, secy. Det. Rep.—Van F. Belknap Co., 15016 Fenkell ave., Detroit. Adv. Agcy. —Martin R. Kilten Co., Los Angeles, Calif.

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Who's Who in the Auto Industry

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JOMA MFG. CO., INC., 901 Zerega ave., New York 72, N. Y. Passenger car and truck mirrors. Joseph Fischer sr., pres.; Mrs. J. Fischer, secy.-treas.; John Dahlke, vice-pres. and traf. mgr.; Louis Shulman, prod. mgr. and pur. agt.

JONES BONDING & MFG. CO., PAUL R., 124 East 10 Mile rd., Hazel Park, Mich. Bonded: passenger car brake shoes; truck brake shoes; heavy machinery brakes and clutches; truck and tractor clutches; automatic transmission parts; adhesive coating of brake linings and all types of manufacturing with structural adhesives. Paul R. Jones, pres. and gen. mgr.; Virginia S. Jones, vice-pres., secy-treas.; C. Charles Boston, works mgr.; Paul R. Jones III, sales mgr. and asst. gen. mgr. 124 East 10-Mile rd., Hazel Park, Mich.

JONES & LAUGHLIN STEEL CORP., 3 Gateway Center, Pittsburgh 30, Pa. Hot rolled bars, shapes, special sections; carbon and alloy cold finished bars and shapes; hot extruded and cold drawn sections; hot and cold rolled sheets and strip; tubular products; wire products; tin mill products; wire rope. Ben Moreell, chmn. of bd.; Avery C. Adams, pres.; B. F. Jones III, vice-pres. and secy.; H. H. Wunderlich, treas.; J. E. Timberlake, vice-pres., sales; H. E. Robinson, gen. mgr., product divisions; C. M. Merritt, gen. mgr. of sales; J. D. Paulus, dir., pub. rel. and adv.; A. A. Archibald, vice-pres., engrg. and plant; J. W. Lindsey, dir. of pur.; C. W. Gottschalk, vice-pres., traf. and trans. div. **Det. Rep.**—W. K. Breeze, Fisher bldg., Detroit 2, Mich.

JOYCE-CRIDLAND CO., 2027 E. First st., Dayton 3, O. Automobile, bus and truck lifts. Materialifts, hydraulic elevators, hydraulic jacks, railroad and industrial jacks. Huston Brown, pres. and gen. sales mgr.; Kert Hott, vice-pres. and secy.; Warren Webster, vice-pres. and treas.; Merle P. Smith, gen. and works mgr.; John Miller, asst. gen. sales mgr. (lifts); R. M. Tormey, sales mgr. (jacks); Ralph Nyborg, sales mgr. (materialift); John Miller, adv. mgr.; Kert Hott, chief engr.; R. V. Park, pur. agt. and traf. mgr.; A. M. Hicks, asst. **Adv. Agcy.**—Weber, Geiger & Kalat, Dayton 2, O. H. A. Weber, acct. exec.

JUBILEE MFG. CO., 1931 S. 20th, Omaha 9, Neb. Electric horns, hydraulic bumper jacks. John L. McCague, pres., gen. mgr.; Peter Nielsen, vice-pres.; Marie H. McCague, secy.; Hubert A. Lewis, treas.; Fred H. Tag, sales mgr.. **Det. Rep.** — Raybern W. Davis, 16842 Warwick rd., Detroit 19. **Adv. Agcy.**—Allen & Reynolds, 1300 WOW bldg., Omaha, Neb.

K

K-D LAMP CO., 1910 Elm st., Cincinnati 10, O. Truck and passenger car mirrors, stop and rear lights, reflectors, clearance and marker lamps, flares, fusees, turn signals, fog lights, emergency vehicle and tractor lights, headlights. R. P. Vogele, pres. and gen. mgr.; N. C. Herrmann, works mgr.; Charles Adams, vice-pres. in chge. of sales; Robert S. Garbutt, adv. mgr.; L. W. Mappes, chief engr.; F. H. Thiel, traf. mgr. **Adv. Agcy.**—Associated Advertising Agency, Inc., First National Bank bldg., Cincinnati 2, O. George L. Service, acct. exec.

K-D MFG. CO., 526 N. Plum st., Lancaster, Pa. Automotive service tools, flat steel washers. Martin C. Delinger, pres.; H. W. Kulp, secy., treas.; Edward Barto, works mgr.; C. P. Brewster, vice-pres.-sales adv.; Parke I. Girvin, pur. agt. **Det. Rep.**—Lester D. Moss, 18450 Livernois ave., Detroit 21. **Adv. Agcy.**—Andes Advertising Agency, Lancaster, Pa.

K & W PRODUCTS, 8319 Allport ave., Whittier, Calif. and Bloomington, Ind. Metallic seal, radiator seal, cylinder sleeve seal, waterless soap, 3-Way, water pump lubricant and rust inhibitor, color-test, tools, and equipment for block repair, radiator cleaner. F. J. Gaspard, pres.; K. L. Dieterle, vice-pres.; E. M. Hamilton, secy.; A. J. Mendenhall, treas.; S. O. Smith, sales mgr.; R. M. Cate, office mgr. and adv. mgr.; R. E. Fisher, asst. sales mgr. **Det. Rep.** — George Sietsma, 807 E. First st., Bloomington, Ind. **Adv. Agcy.**—Jack Wigle, Panorama City, Calif.

KAISER ALUMINUM & CHEMICAL SALES, INC., 919 N. Michigan ave., Chicago 11, Ill. Aluminum: pig and ingot, extrusion billets, sheet and plate, foil, building products, rod, bar and wire, electrical conductor, extrusions, forgings. J. E. Menz, vice-pres., gen. sales mgr.; R. C. Bichan, automotive sales mgr. **Det. Rep.**—R. C. Bichan, 2214 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—Young & Rubicam, San Francisco, Calif. H. R. Morris, acct. exec.

KAR GLAMOR, INC., 4545 Lafayette rd., Indianapolis, Ind. Kar glamor products for use by Buick dealers exclusively. Steve Radford, pres. and sales mgr.; R. A. Blackburn, secy.-treas. **Adv. Agcy.**—G. A. Saas & Co., Indianapolis, Ind. G. A. Saas, acct. exec.

KAWNEER CO., 1105 N. Front st., Niles, Mich. Aluminum fabricators for the building, appliance and aircraft industries. L. J. Plym, pres.; H. W. Z. Zimmer, exec. vice-pres.; I. R. Seely, D. S. Miller, O. H. Winfield, C. B. Huizenga, A. S. Jolersma, vice-presidents; E. C. Witwer, secy.-treas.; L. G. Swinehart, contr.

KAY INDUSTRIES, INC., 1401 Twelfth st., Detroit 16, Mich. Welding to order; heli-arc, arc, gas welding, heat treat fixtures, ordnance vehicle exhaust systems, tubular automotive parts, stainless monel, inconel, hastelloy, titanium, copper, aluminum and other alloys; certified welding. James B. Webster, pres.; K. E. Allen, pur. agt.

KAYDON ENGINEERING CORP., THE, McCracken st., Muskegon, Mich. Needle rollers, ball and roller bearings. F. J. Donovan, pres., gen. mgr.; J. F. Oehlhoffen, vice-pres., sales and adv. mgr.; Paul Starks, secy.; H. D. Sibley, treas.; Wm. J. Pierre, pur. agt. **Det. Rep.**—W. S. Turner, 445 New Center bldg. **Adv. Agcy.**—Klau-Van Pietersom-Dunlap Assoc., Milwaukee, Wis. F. Birch, acct. exec.

KEHAWKE MFG. CO., 718 S. Elliott st., Muncie, Ind. National tire truer, Kehawke tire spreader, tru-are buffer. D. D. Cooper, pres., gen. mgr.; D. B. Cline, works mgr.; E. E. DeBoy, sales mgr.; Keith Barefoot, chief engr.; C. F. Harrison, pur. agt.; F. W. King, gen. sales mgr. **Adv. Agcy.**—Bob Rinson, Inc., Muncie, Ind. R. L. Stassen, acct. exec.

KELLOGG DIV., American Brake Shoe Co., 97 Humbolt st., Rochester 9, N. Y. Air compressors, ¾ H.P., 20 H.P. W. T. Kelly, pres.; G. N. Decker, 1st vice-pres.; J. R. Pauline, vice-pres.; F. L. Cogswell, vice-pres.; D. Judd, pur. agt. **Det. Rep.**—Don Sullivan. **Adv. Agcy.**—Fuller & Smith & Ross, Cleveland, O. W. W. Horine, acct. exec.

KELLY MFG. CO., 503-505 Broad st., Charleston 21, W. Va. **Machine Parts div.**, Charleston, W. Va. **Steel Fabricating div.**, Middleport, O. Jeep cabs, mining machine parts, misc. automotive and industrial items. Hubert A. Kelly, pres.; Phillip W. Kelly, vice-pres., treas., pub. rel. and gen. mgr.; Donald E. Kelly, secy.; John W. Underwood, works mgr.; William F. Barker, sales mgr., adv. mgr.; Charles J. Clarkson, chief engr.; J. Brown, pur. agt.; Harold Saunders, traf. mgr. **Adv. Agcy.** — Advertising, Inc., Charleston, W. Va.

KELLY SPRINGFIELD TIRE CO., Cumberland, Md. Pneumatic tires, tubes, tire accessories. E. S. Burke, pres.; Geo. B. Newman, vice-pres.; M. T. Powers, vice-pres. and sales mgr.; Wm. Walker, treas.; J. C. Warden, works mgr.; L. J. Auker, adv. mgr.; C. C. Acker, serv. mgr.; L. F. Keller, pur. agt.; H. M. Snowden, asst. pur. agt. **Adv. Agcy.**—Compton Adv., Inc., New York, N. Y. Jack Rees, acct. exec.

KELSEY-HAYES CO., 3600 Military ave., Detroit 32, Mich. Passenger car, truck, tractor and farm implement wheels, brakes, hubs, drums, power brakes, electric trailer brakes, aircraft engine components, electronic devices. Geo. W. Kennedy, chmn. of bd.; Perry Williams, pres.; Lawrence Downie, Lester Downie, C. P. Meredith, W. V. Daugherty, L. E. Dalton, vice-presidents; J. H. Carey, treas.; J. H. St. Laurent, secy.; H. H. Gasser, sales mgr. auto. div., L. G. Taylor, aircraft div.; C. W. Sinclair, chief engr.; W. L. Troutfetter, dir. pur. **Adv. Agcy.**—Zimmer, Keller & Calvert, Inc., Detroit, Mich. D. F. Gordon, acct. exec.

KEM MFG. CO., INC., 20-21 Wagaraw rd., Fair Lawn, N. J. Fuel pumps and parts, ignition parts, fuel filters. L. D. Brown, pres.; Dennis D. Brown, vice-pres.; Howard M. Brown, secy., treas. and chief engr.; Al Heymann, sales mgr.; Joseph Leudan, export asst. sales; Syd Frier, adv. and sales prom. mgr.; Sol Weil, sales engr. and serv. mgr.; Morris Friedman, pur. agt.; John Kieber, traf. mgr. **Det. Rep.**—M. A. W., Inc., 21 E. Bethune. **Adv. Agcy.**—David Cummins Associates, Inc., Glen Rock, N. J. George McPhail, acct. exec.

KENDALL CO., THE, Andrews-Alderfer Div., 1055 Home ave., Akron 10, Ohio. FABRIcushon and foam rubber. Ray Hoey, gen. mgr.; Jack Doyle, asst. gen. mgr.; M. Foster Fraleigh, chief engr.; Jay R. Hess, pur. agt. and adv. mgr.; Chas. Ream, engrg. devel. for auto. prod.; **Det. Rep.**—Gardner Staunton, 406 Fisher bldg. **Adv. Agcy.**—Penn-Hamaker, Inc. Agency. Jerry Hamaker, acct. exec.

KENDALL REFINING CO., 77 N. Kendall ave., Bradford, Pa. Lubricating oil, gear lube, chassis lube, special purpose greases, rust preventive. J. B. Fisher, pres.; G. H. Osborne, vice-pres. in chge. mktg.; H. V. Smith, vice-pres. in chge. refining; C. G. Hummell, asst. to vice-pres. in chge. of mktg.; S. J. Brill, secy.; O. F. Koch jr., treas.; R. W. Sommer, mgr. lub. oil sales; H. Morley, mgr. gasoline sales; W. A. Knapp, adv. mgr.; E. C. Walker, pur. agt.; F. I. L. Lawrence, dir. of research; C. E. Hulme, mgr. field engrg.; J. S. White jr., traf. mgr. **Adv. Agcy.**—Barber & Druillard, Inc. H. L. Barber, pres.

KEN-NITE CO., 2926 W. Hancock, Detroit 8, Mich. Automotive polishes and rubbing compounds, rubbing and polishing compounds for the furniture industries. E. M. Pilgrim, pres.; L. F. Nicol, factory mgr.; J. B. Downey, sales mgr.

KENT CO., INC., THE, 289 Canal st., Rome, N. Y. Floor machines, commercial vacuum cleaners (for wet and dry work), flux recovery vacuum cleaners, furnace and boiler cleaners. Gordon E. Kent, pres.; F. H. Ide, vice-pres., gen. mgr.; R. C. Stanton, treas.; Wm. Bruce MacDonald, comptr.; R. Morris, sales mgr.; R. C. Kimball, chief engr.; Ray Anderson, pur. agt. **Adv. Agcy.** — Moser & Cotins, Inc., Utica, N. Y. R. MacFarland, acct. exec.

KENT-MOORE ORGANIZATION, INC., 28635 Mound rd., Warren, Mich. Automotive special service tools and equipment. J. D. Adair, pres.; T. F. Walker, exec. vice-pres.; A. E. Price, vice-pres. (spec. accts.); W. L. Bainton, secy.; M. E. Hart, treas.; J. M. Seanor, dir. of sales; H. P. Cardon, asst. gen. sales mgr.; C. A. Baker, adv. mgr.; J. S. Lanham, chief engr.; D. G. Clarke, pur. agt. **Adv. Agcy.** — Holden, Chapin, LaRue, 1618 Wyoming, Detroit, Mich. R. Cleveland, acct. exec.

KENWAY PRODUCTS, 759 N. Milwaukee st., Milwaukee 2, Wis. Mile-O-Dial gas mileage calculator. N. R. Cerf, pres.

KENWORTH MOTOR TRUCK COMPANY, Seattle 24, Washington. Heavy-duty motor trucks, school buses. Paul Pigott, pres.; J. G. Holmstrom, vice-pres.; K. T. Worthington, asst. secy.; Donald E. Douglas, treas.; R. B. Waggoner, plant mgr.; Robert D. O'Brien, vice-pres., gen. mgr.; E. P. Beezer, adv. mgr.; R. H. Kasper, serv. mgr.; R. C. Norrie, chief engr.; E. E. Beckett, traf. mgr. **Adv. Agcy.** — Beaumont & Hohman, Seattle, Wash.

KESTER SOLDER CO., 4201 Wrightwood ave., Chicago 39, Ill. Acid core solder and other flux-core solders, solid wire and bar solders, soldering salts and fluxes. F. C. Engelhart, pres.; F. Kaiser, works mgr.; J. H. Humbie, sales mgr., chief engr.; G. E. Fischer, pur. agt.; M. J. Sweeney, pub. rel. mgr. **Det. Rep.**—H. D. Wixson, 6432 Cass ave., Detroit 2, Mich. **Adv. Agcy.**—Paul J. Steffen Co., Chicago 6, Ill.

KEY KAP CO., 1124 E. Third st., Dayton 2, O. Hub cap locks, valve stem extensions, valve stem protectors, Ford hub cap locks. David B. Millat, pres.; Alfred Millat, vice-pres.

(Continued on Page 232)

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Who's Who in the Auto Industry

(Continued from Page 231)

KEYSTONE CARBON CO., State st., St. Marys, Pa. Powdered metal parts, oil-retaining bearings, negative temperature coefficient resistance units (thermistors), carbon-metal-graphite brushes, contacts. B. R. Reuscher, pres., gen. mgr.; A. A. Gleixner, vice-pres.; W. P. Geis, secy. and chief engr.; E. J. Crowe, treas., sales mgr.; E. D. Shea, adv. mgr.; L. C. Schaut, pur. agt.; L. G. Gregory, pub. rel. mgr. **Det. Rep.**—W. S. Turner, 446 New Center bldg., Detroit 2, Mich. **Adv. Agcy.** — Downing Industrial Advertising Agency, Pittsburgh, Pa. George Zilliac, acct. exec.

KEYSTONE COMPRESSOR CO., Ashburner and Hegerman sts., Philadelphia 36, Pa. Air compressors. David R. B. Robson, pres.; Frederick A. Myers, works mgr.; Ralph Mull, sales mgr.; Erwin Sachenmaier, supt.; David J. Matthews jr., pur. agt.

KEYSTONE TRAILER CO., INC., 1501 Guinotte ave., Kansas City 20, Mo. Keystone trailers, Keystone semi-trailers. E. J. Ziegler, pres.; A. E. Margolin, secy.; P. J. Chisholm, works mgr.

KIDDE & CO., WALTER, 670 Main st., Belleville 9, N. J. Fire extinguishers and fire extinguishing systems. John F. Kidde, pres.; P. W. Eberhardt, vice-pres.; G. C. Hiss, secy.; W. L. Kidde, treas.; W. E. Morgan, sales mgr.; Truman Young, sales prom. and adv. mgr.; D. Mapes, chief engr.; E. R. Randall, pur. agt.; George Miller, traf. mgr. **Det. Rep.**—J. E. McAllister, Walter Kidde & Co., 3900 Grandy ave., Detroit 7, Mich. **Adv. Agcy.** —Cunningham & Walsh, Inc., New York City. Oakley W. Cooke, acct. exec.

KILBORN-SAUER CO., 1580 Post road, Fairfield, Conn. Flares, tail lights, clearance lights, directional signals, reflectors, mirrors and mirror heads, dome lights, spot and emergency lamps and trouble lights. Fred Sauer, pres. and treas.; Ethel Sauer, vice-pres.; Arthur Sauer, secy.

KIM HOTSTART MFG. CO., 917 West Broadway, Spokane 1, Wash. Engine preheaters. H. F. Randall, gen. mgr. **Adv. Agcy.**—The Simon Co., Portland, Ore.

KIMBLE GLASS CO., Subsidiary of Owens-Illinois, P. O. Box 1035, Toledo 1, O. Battery hydrometers and antifreeze testers. R. H. Mulford, pres.; E. B. Dennis jr., dir. of sales; E. R. Voytko, pur. agt. **Det. Rep.**—L. E. Beitler, Kimble Glass Co., 3-108 General Motors bldg., Detroit 2. **Adv. Agcy.**—J. Walter Thompson Co., New York, N. Y., W. A. Perry, acct. exec.

KING ELECTRIC EQUIPMENT CO., 9123 Inman ave., Cleveland 5, O. Electrical ignition testing equipment, battery chargers, generator test stands, gas analyzers, and small tools for garage use. K. D. Fullerton, pres.; W. J. Bender, vice-pres.; George Makuh, vice-pres., engrg.; M. L. Fullerton, secy.; M. Troff, treas. **Adv. Agcy.**—Interstate Advertising.

KING-SEELEY CORP., 315 South First st., Ann Arbor, Mich., also Scio, Mich. Automotive instrument clusters, including fuel level, oil pressure and temperature gauges, also ammeters, speedometers, and velocity governors. A. N. Gustine, pres.; W. E. Bandemer, vice-pres. and gen mgr.; D. Gustine, vice-pres. in chge. of sales; D. T. Warner, vice-pres. and pur. agt.; K. M. Conklin, secy.-treas.; J. W. Potter, serv. mgr.; E. Sivacek, chief engr. **Adv. Agcy.**—Witte & Burden, Detroit, Mich. W. W. Burden, acct. exec.

KINGHAM TRAILER CO., INC., 1409 W. Hill st., Louisville 10, Ky. Truck trailers. Oliver C. Henkel, pres.; E. J. Lucas, vice-pres., gen. mgr.; W. L. Broghamer, vice-pres., chief engr., prod. engr.; Hazel F. Kingham, secy.-treas.; V. C. Phelan, asst. secy.; C. S. Boyer, sales mgr.; E. H. Cosgrove, mgr. mfrs. sales; C. M. Falk, parts and traf. mgr.; P. W. Berry, pur.

KIPPS-ROBERTS MACHINE WORKS, 20 D st., S. E., Miami, Okla. Truck bodies (farm, commercial). Leroy K. Roberts, pres.; K. P. Sexton, vice-pres.; Ben T. Owens, secy.

KIRSPEL INDUSTRIES, INC., Livingston, N. J. Valve caps (automotive) passenger, truck and airplane tire irons, tools and equipment. Robert Kirspel, pres.; A. Judson, vice-pres.; G. Kirspel, secy.; W. Dowd, sales mgr.; H. Blenkle, chief engr. **Adv. Agcy.**—Formerly Gunn-Mears, New York, N. Y.

KIT MFG. CO., 1401 West 17th st., Long Beach, Calif. Kit Coach homes (trailer coaches). D. Pocapalia, pres.; A. J. Remeyn, secy.-treas.; T. G. Fagan, vice-pres., sales mgr.; V. T. Kruse, works mgr.; F. L. Shilling, adv. sales prom., pub. rel. mgr.; C. C. Cooke, chief engr.; P. A. Kingsbury, pur. agt. **Adv. Agcy.**—Riley Nelson Co., Santa Ana, Calif.

KITSON, INC., ARTHUR H., 20818 Harper ave., Detroit 36, Mich. Automobile towing equipment, wreckers, service tools, custom automobile emblem key and chain sets. Key cutting machines and No-Wipe cleaner. Arthur H. Kitson, pres., treas.; V. M. Kitson, vice-pres., secy. **Adv. Agcy.** —Clark & Bobertz, Inc. Detroit, Mich. M. F. Denyes, acct. exec.

KLAUSS-JOYCE, INC., 137 North Waco, Wichita 1, Kans. 1, Kans. 5526 Dyer st., Suite No. 202 (General Sales Office) Dallas 6, Texas. Automobile air conditioning unit. George J. Klauss, sr., pres.; H. M. Joyce, vice-pres., sales mgr.; George J. Klauss, jr., secy.-treas.; Frank L. Priest, jr., Compt. **Adv. Agcy.**—R. B. Moreland & Co., Fidelity Union Life Bldg., Dallas, Texas.

KLEEN-MOR MFG. CO., THE, P. O. Box 8531, Jackson, Miss. Kleen-Mor autowashers. Robert Warwick, pres.; John Satterfield, vice-pres.; Glenda Hargrove, secy., treas.; Carl E. Huber, sales adv. and sales prom. mgr. **Adv. Agcy.**—The Miller Agency Co., Toledo, O. Frank E. Borer, acct. exec.

KLEER-FLO CO., 250 W. 57th st., New York 19, N. Y. Parts cleaning machines, parts cleaning brush, Roto-pumps, cleaning compounds. Louis Rosenberg, gen. mgr., gen. sales mgr.

KLOPP ENGINEERING, INC., 35551 Schoolcraft, Livonia, Mich. Feeler gauges, blades and roll stock, thickness gauges. Peter R. Klopp sr., pres.; A. M. Klopp, vice-pres.; M. C. Klopp, secy.; Peter R. Klopp jr., treas. **Adv. Agcy.** — Claude Whipple Agency, Detroit, Mich.

KNIGHT CO., GEO. C., 19720 W. 8 Mile rd., Detroit 35, Mich. Die casting, stamping, plating, automotive accessories, rear view mirrors, exhaust extensions, Kiddee Drivette seats. R. F. Ackerman, pres.; L. Hatch, vice-pres.; F. Tabor, dir. of engrg.

KNIGHT-MORLEY CORP., 4612 Woodward ave., Detroit 1, Mich. Auto accessories, rear view mirrors, locking gas caps. C. E. Morley, pres. and sales mgr.; J. Langs, vice-pres.; J. Morley, secy.-treas.; V. Bonkowsky, off. mgr.; H. Hebel, works mgr.; M. Bernia, pur agt.; F. Theme, traf. mgr. **Det. Rep.**—C. C. Eden, Bloomfield Hills, Mich.

KNOEDLER MANUFACTURERS, INC., Streator, Ill. "Hydro - shock" booster springs, spring-hydraulic truck and bus operators seats. Fred E. Knoedler, pres.; Robert L. Knoedler, vice-pres. and adv. sales mgr.; Roy E. Knoedler, secy., treas. and works mgr.; H. Richard Knoedler, sales engr.; Donald L. Reher, asst. sales, asst. adv., traf. mgr.; Bernard McGurk, pur. agt. **Adv. Agcy.**—Arbingast, Becht & Assoc., Peoria, Ill. Harris Blomeyer, acct. exec.

KNOWLES-FISHER CORP., Industrial st., Gowanda, N. Y. Car heater valves, small car assemblies in any metal, car heater fittings, stampings, automotive machined parts, complete plating facilities, screw machine parts, cargo space truck heaters. C. E. Knowles, pres.; E. L. Fisher, vice-pres., treas., sales mgr.; L. H. Phillips, works mgr., pur. agt.; Ray Johnson, chief engr.

KNOX CORP., Thomson, Ga. Mobile homes, deluxe coaches, completely furnished; full size baths, colored kitchens. P. S. Knox jr., pres.; W. A. Knox, vice-pres.; J. A. Hutchinson jr., vice-pres.; Hal Neldon, sales mgr.

KOENIG IRON WORKS, INC., West 12th and Ella blvd., P. O. Box 7726, Houston 7, Tex. King winches, servall side boxes, cabs for Jeeps, servall utility and service bodies. Emil H. Koenig, pres.; Herbert Koenig, vice-pres.; H. K. Pellet, secy.-treas.; W. S. Howe, sales mgr.; R. L. Foulk, sales engr.; M. D. Price, asst. sales mgr.; Russel Sullivan, chief engr. **Adv. Agcy.**—Bozell & Jacobs, Houston, Tex. D. Pellerin, acct. exec.

KON - VEEN - YUNT CHAIN CO., 1406 Cherokee rd., Richmond 25, Va. Emergency tire chains. W. B. Massey, pres., gen. mgr.; W. B. Massey jr., vice-pres.; J. D. Massey, secy. **Adv. Agcy.**—Hall-Neagle, Richmond, Va.

KOPP GLASS, INC., Swissvale, Pittsburgh 18, Pa. Eastern sales office, East Orange, N. J. Colored signal glass for railroads, aircraft, airport, marine, traffic and automotive emergency lights, beam-control lenses; industrial glass specialties to customers' specifications. C. J. Huot, pres.; F. S. Huot, exec. vice- pres., gen. mgr.; G. D. Hammond, secy.; Grant Curry, treas.; F. A. Frost, prod. mgr.; J. L. Newton, vice-pres. sales; Dr. C. E. Leberknight, dir. research and engrg.; Harvey Clark, pur. agt.; J. B. Fullen, traf. mgr. **Adv. Agcy.**—Dowing Industrial Adv., Inc., Pittsburgh, Pa. J. F. Sweeny, acct. exec.

KRACO PRODUCTS, INC., 1797 W. Adams blvd., Los Angeles 18, Calif. Manufacturers of automotive accessories. Maurice H. Kraines, pres.; Steven J. Ross, sales mgr.; **Adv. Agcy.**—Joe Landfield.

KRANISH TEXTILE CO., 381 Fourth ave., New York 16, N. Y. Nylon automobile seat cover fabrics. A. Kranish, owner.

KREMBS & CO., 669 W. Ohio st., Chicago 10, Ill. Fluxes for welding, brazing and soldering, coated welding electrodes, oxidizing agents for metals. M. B. Krembs, prop.; E. M. Bruecke, secy., pur. agt.; M. B. Krembs, gen. mgr. **Adv. Agcy.**—Brandt Advertising Co., Chicago, Ill.

KROPP FORGE CO., 5301 W. Roosevelt rd., Chicago 50, Ill. Steel and titanium forgings, forging engineering, rough machining, finished machine work, structural steel, weldments fabrication work.

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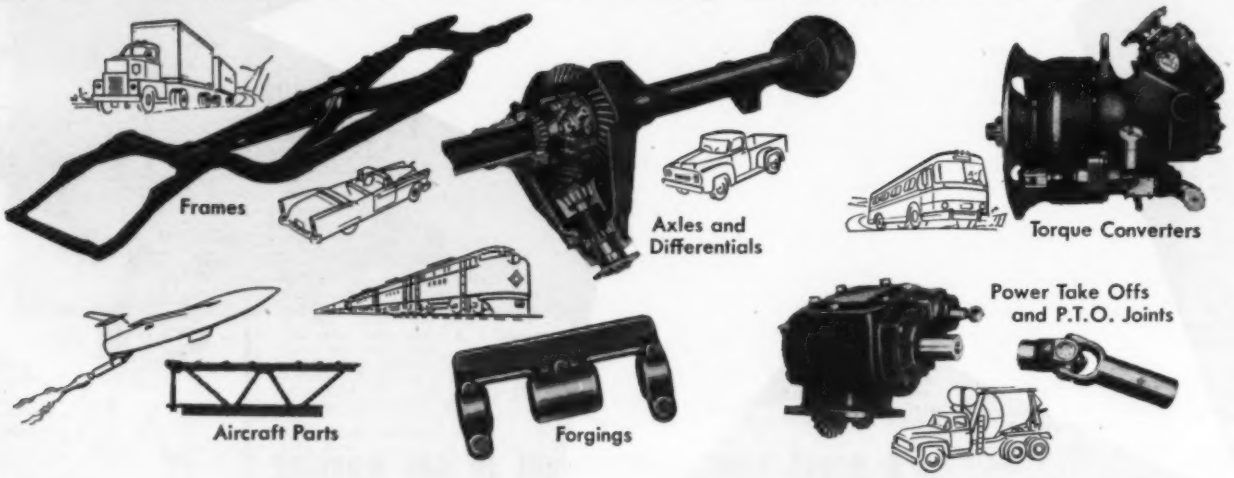

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- **MARINE:** Universal Joints, Propeller Shafts, Gear Boxes

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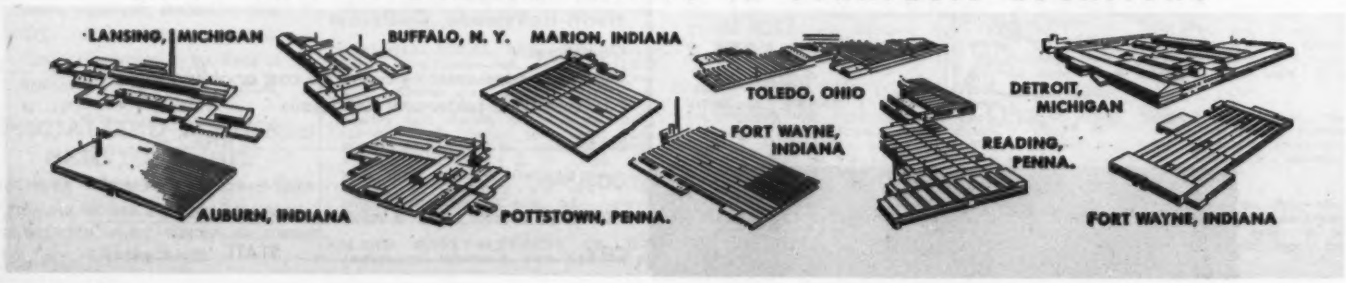

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Who's Who in the Auto Industry

(Continued from Page 232)

Raymond B. Kropp, pres.; Roy A. Kropp, chmn. of bd.; Raymond T. O'Keefe, exec. vice-pres. and treas.; Victor Brown, exec. vice-pres., sales and engrg.; John H. Nelson, vice-pres. and works mgr.; Leo T. Norville, secy.; Donald R. Kropp, dir. of sales; John B. Mitchell, sales serv. mgr.; Budd H. Gebhardt, mgr., aircraft forging sales; Robert W. Kowske, mgr., commercial forging sales; James A. Blackmer, chief engr.; Michael Lucas, traf. mgr.; A. F. Tydeman, dir. of pur.; Wm. Schofield, adv. mgr.; Forrest Reinhart, Detroit sales mgr.

KRYLON, INC., 18 W. Airy st., Norristown, Pa. Krylon spray enamels and primers, cleaner and degreaser, rust release (penetrating oil), stencil ink sprays. James W. Bampton, pres.; Richard C. Newbold, vice-pres.—sales; Elmore E. Kayser, adv. and prom. mgr.; A. Lebow, secy.; B. T. Morse, treas. **Det. Rep.**—L. Roy Johnson, 1936 Harry st., Saginaw, Mich.

KWIK-EZEE, INC., 54 Brooklyn ave., Westbury, L. I., N. Y. Wheel aligning equipment. Leo B. Castiglia, pres., chief engr.; John Castiglia, vice-pres., sales mgr., pur. agt.; Katie Castiglia, secy.; Thomas Castiglia, treas., adv. mgr.; Fred Bari, prod. mgr.

L

L. C. PRODUCTS, 2232 Alvord st., Indianapolis 7, Ind. Automotive water pumps. A. I. Lewis, pres.; E. W. Phillips, gen. mgr.; works mgr.; Hulman Reed, mgr.; D. C. Schrope, sales mgr.; M. W. Wells, adv. mgr.; J. D. Greenlee, chief engr.; W. L. Phipps, pur. agt.; H. L. Dailey, traf. mgr.

LACKAWANNA LEATHER CO., 700 Grand ave., Hackettstown, N. J. Genuine upholstery leather. C. F. Good, pres.; R. L. Dimm jr., exec. vice-pres.; D. J. McKnight, vice-pres., dir. of sales; W. L. Richards, treas.-secy.

La FRANCE PRECISION CASTING CO., 29th and McKean sts., Philadelphia 45, Pa. Chrome name plates. Joseph A. Teti jr., pres.; Ray A. Witthuhn, sales mgr. **Adv. Agcy.**—Louis B. Klein, Philadelphia, Pa.

LAHER SPRING & TIRE CORP., 26th and Magnolia sts., Oakland 7, Calif. Auto springs and leaves; passenger, truck and bus batteries; passenger, truck and bus tires and tubes, brake lining and engineered sets, segments and blocks. F. J. Laher, pres., gen. and adv. mgr. elec. cars and trucks; C. M. Jorgensen, vice-pres., asst. gen. mgr.; F. P. Prevost, secy.; F. E. Moriarty, treas.; H. A. Johnson, vice-pres. and gen. sales mgr.; Wilber Laher, prod. mgr., eastern div.; G. O. Spake, Eastern div. sales mgr.; T. J. Laher, prod. mgr.; Antone Goodall, adv. mgr.; H. B. Clary, chief engr.; E. A. Girard, pur. agt.; T. J. Laher, traf. mgr. **Det. Rep.**—C. M. Jorgensen, 26th and Magnolia sts., Oakland, Calif. **Adv. Agcy.**—Antone Advertising Agency.

LAKE AUTO RADIATOR MFG. CO., 5200 W. 130th st., Cleveland 30, O. Auto radiator cores for passenger cars, trucks, buses, diesel locomotives, and industrial equipment. Paul L. Shapiro, pres., treas. and gen. mgr.; Lillian Novick, secy. **Adv. Agcy.**—McCarty Co., Advertising, Inc., New York, N. Y. Robert Holley, acct. exec.

LAKEY FOUNDRY CORP., First and Water sts., Muskegon, Mich. Gray iron castings, semi-steel castings, wood and metal patterns. John O. Ostergren, pres. and gen. mgr.; Erwin R. Jones, vice-pres.; Gordon Robidoux, vice-pres.; George Spoelma, secy.; Russell C. Sundquist, treas.; R. F. Coverly, asst. secy. and asst. treas.; Fred Sheridan, sales mgr.; John Sprecken, plant engr.; Arthur E. Meier, pur. agt.

LAMSON & SESSIONS CO., 1971 W. 85th st., Cleveland 2, O. Bolts, nuts, screws, cotters, rivets, screw machine products. Roy H. Smith, chmn. of bd., dir.; George S. Case jr., pres.; R. G. Patterson, asst. to pres.; J. G. Rayburn, vice-pres., gen. sales mgr.; D. J. Brown, exec. sales asst.; A. E. R. Peterka, div. sales mgr.; Don Koehl, mgr. auto, replacement sales; A. U. Klingman, mgr. railroad sales; C. A. Polinek, mgr. gov. and export sales; Ray Burns, asst. mgr. automotive replacement sales; F. J. DeCrane, dir. of pur.; L. J. Miller, pur. agt.; Lynn Schnoor, adv. and sales prom. mgr.; G. N. Cottler, asst. pur. agt.; Gordon Kramp, traf. mgr. **Det. Rep.** — Lamson & Sessions, 7-237 General Motors bldg., Detroit. **Adv. Agcy.**—John B. Hickox, Inc., Cleveland, O. John B. Hickox, acct. exec.

LANCASTER GLASS CORP., 220-226 W. Main st., Lancaster, O. All types of glass and plastic lenses including stop, dome, back-up clearance, parking, tail, directional, fog and bullseye. S. A. E. specifications. Robert K. Fox, pres.; W. D. Timmons, E. A. Work, W. T. Greenlee, vice-presidents; L. C. Bush, treas.; J. J. Gerlach, secy.; T. B. Kendrick, factory mgr.; M. R. Hoover, sales mgr.; H. W. Echard, pur. agt.;

LANGLOIS BROS., 717 S. San Pedro st., Los Angeles, Calif. Truck equipment, trailers, third axles, school buses, transportation buses. Harry F. Langlois, Herbert N. Langlois, partners; Bert Beris, shop supt.; R. G. Barton, sales mgr.; W. G. McMillan, pur. agt.

LANSING STAMPING CO., 1159 S. Pennsylvania ave., Lansing 2, Mich. Pressed metal products. G. F. Conway, pres., gen. mgr.; Henry Reniger, vice-pres.; L. J. Reese, vice-pres., treas.; E. D. Draper, secy., asst. treas.; R. M. Johnson, sales mgr.; O. Blost, pur. agt.; W. C. Baguley, factory mgr.

LARSON PRODUCTS, P. O. Box 24083, Los Angeles 24, Calif. Custom designed fog lights and other automotive accessories. Fred H. Larson, pres.; Tom A. Neal, vice-pres.; Jim H. VanRoekel, secy. and treas.; Jerry Marcus, gen. and sales mgr.; Robert D. Bame, works mgr.; Jack Glantz, asst. sales mgr., adv. mgr.; Vernon Stoop, traf. mgr.

LA SALLE STEEL CO., P. O. Box 6800-A, Chicago 80, Ill. Cold finished and furnace treated alloy and carbon steel bars. T. L. Kelly, pres.; A. F. Golick, vice-pres. & chge. of sales; G. W. Evens, works mgr.; W. E. Schneider, adv. and sales planning mgr.; G. B. Boyer, mgr. sales engrg.; G. B. Smith, pur. agt. **Det. Rep.**—H. H. Landis, 416 New Center bldg., Detroit 2.

LAS-STIK MFG. CO., Wayne and B. Hamilton, O. Polishing cloths, wash mitts, anti-fog cloth, bug cloth, white wall cleaner, liquid car wash, leather cleaner, dee-frost spray, tar remover. Louis C. Sohngen, pres., gen. mgr.; Neil L. Sohngen, vice-pres., adv. sales and sales prom. mgr.; Louis C. Sohngen jr., secy.-treas., works mgr., pur. agt.; Robert Wiseman, traf. mgr. **Adv. Agcy.**—Rowe & Wyman Co., Cincinnati, O.

LATHEM TIME RECORDER CO., 76 Third st., N.W., Atlanta, Ga. Payroll and job time recorders, time cards of all types and racks. L. P. Lathem jr., pres., adv. and pub. rel. mgr.; H. G. Hooper, vice-pres., secy. and chief engr.; L. P. Lathem sr., treas., pur. agt.; Warren Kent, sales mgr.; F. E. Black, serv. mgr. parts and acc. mgr.; Fred Chapman, traf. mgr. **Adv. Agcy.**—J. Howard Allison Co., Atlanta, Ga.

LAUDAR CO., 121 E. Hill st., Thomson, Ga. Sales system, MDT inventory control, car service menu, 7 point invoice for car sales, service production system, salesmans prospect system, car service mens repair orders. Darrell M. Johnson, pres. **Adv. Agcy.** — Harrison Advertising Co., Augusta, Ga.

LAUREL PLASTICS, INC., 630 Fifth ave., New York 20, N. Y. Woven Saran fabric. Joseph Freidlin, pres.; Jerome K. Ballin, vice-pres.; Martin G. Frank, secy.; Stanley L. Ballin, treas.; Arthur Karr, gen. mgr. **Det. Rep.**—George A. Cavanaugh, 13710 West McNichols rd.

LEAKE STAMPING DIV., Monarch Products Co., 1251 E. First st., Monroe, Mich. Metal stampings, brackets, rocker arms, mounting plates, cylinder head covers, accessory components, reinforcements, sub assemblies. George Berbynuk, pres.; James M. Leake, vice-pres., engrg.; Joseph Leich, div. mgr.

LEE CO., K. O., 1100 First ave., S. E., Aberdeen, S. D. Valve refacer, seat grinder, seat insert tool; connecting rod aligner; valve seat rings, mobile valve shop; stud wrench; reamer drive; AC arcwelder. C. C. Lee, pres., gen. mgr.; Louis R. Anderson, asst. gen. mgr.; Don C. Stablein, sales mgr.; Phil J. Braunstein jr., adv. mgr.; Delo Lee, chief engr.

LEE ENGINEERING CO., 269 Armistice blvd., Pawtucket, R. I. Hydraulic tire demounters (for truck tires—three different models); hydraulic lifts (platform type and fork type), truck floor locks. Joseph A. Waterman jr., gen. mgr.; Carmine Gambardella, chief engr.

LEE FILTER CORP., River rd., N. Arlington, N. J. Filters for oil, air, water, fuel. L. W. Weiss, pres.; M. Weiss, vice-pres.; A. Jacobs, secy.; H. Lederman, gen. mgr.; G. Terzian, works mgr.; N. Werksman, sales mgr.; A. Sorg, serv. mgr. and chief engr. F. Gonzales, traffic mgr.; M. Furman, pub. rel. mgr. **Det. Rep.** — A. Kanner, 3270 Warrensville Center rd., Shaker Heights 22, O. **Adv. Agcy.** — Furman Co., New York City, N. Y. Murray Furman, acct. exec.

LEE RUBBER & TIRE CORP., Factories: Conshohocken, Pa. and Youngstown, O. Gen. Office: Conshohocken, Pa. Motor vehicle tires and tubes, cement repair material, industrial and mechanical rubber conveyor and power belting hose (various), extruded rubber products, etc. Albert A. Garthwaite, pres.; Elden E. Leach, vice-pres.; W. F. Hinderscheid, vice-pres. sales; Robert M. Brasaemle, vice-pres. prod., Lee div.; Arthur H. Nellen, vice-pres. dev. & res.; Albert A. Garthwaite jr., vice-pres., gen mgr. Lee div.; E. M. Ikirt, gen. mgr. Republic Rubber div.; Daniel H. Handy, treas.; B. Herbert Lee, dir. of sales mfgrs. and nat'l accts.; Paul Van Anda, secy.; T. C. Boase, asst secy.; J. C. Carlin, dev. engr.; J. J. Conway, pers. dir.; Frederick Leopold, chf. engr.; J. Russell Shaw, pur. agt.

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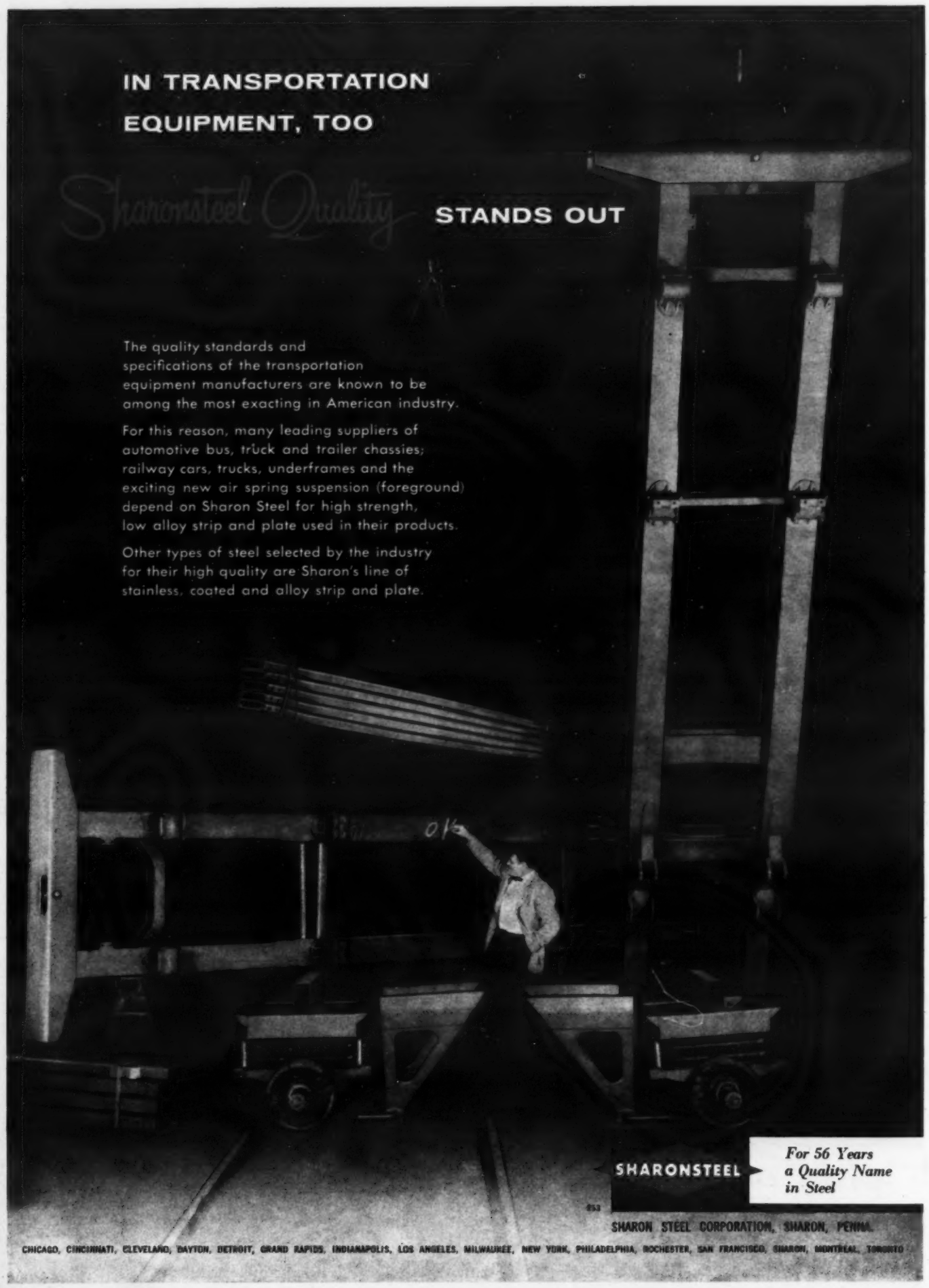

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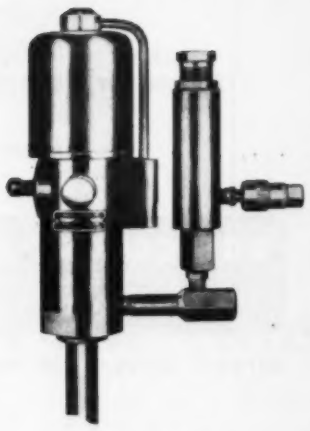
"Adjustashot" control valve on high-pressure Chassis Lubricator, illustrated above, permits full flow or measured shots. Flexible rubber follower plate removes all lubricant from drum.



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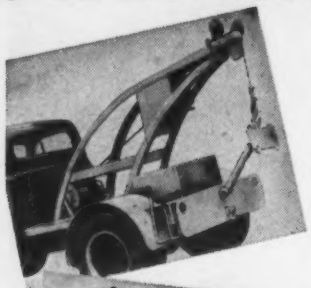

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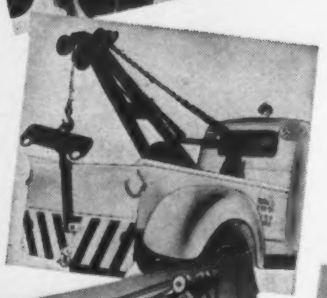

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Representatives for PITTSBURGH TUBE COMPANY
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Who's Who in the Auto Industry

(Continued from Page 234)

LEEBAW MFG. CO., 65 Wayne ave., Youngstown 2, O. Industrial hand trucks. K. W. George, pres.; Herbert S. Leebaw, vice-pres., sales mgr. **Adv. Agcy.**—Tower Associates, Youngstown, O.

LEECE-NEVILLE CO., 1374 E. 51st, Cleveland 3, O. Alternators starters, switches, regulators for use on trucks, buses and passenger cars. P. H. Neville, pres.; J. S. Allt, vice-pres. and treas.; A. D. Gilchrist, P. K. Bremser, H. J. Zuske, vice-presidents; Glen Crawford, adv. mgr.; J. D. Barlow, gen. pur. agt.

LEHIGH SAFETY SHOE CO., general office and warehouse: First and Minor sts., Emmaus, Pa. Safety-toe leather oxfords and shoes, safety-toe rubber shoes and boots. Lawrence Merle, pres.; Frank B. Griswold, vice-pres., gen. works and sales mgr.; Howard Swartwood, secy.; Bruce L. Babcock, treas. **Det. Rep.**—William C. Snell jr., 13185 Ohio ave., Detroit 38, Mich. **Adv. Agcy.**—Frederick-Clinton Co., Inc., 545 Fifth ave., New York City.

LEMPCO AUTOMOTIVE, INC., Cleveland 27, O. Automotive parts: ring and pinion gears, transmission and parts for clutches and automatic transmissions, universal joints, power take-offs, timing gears and chains, axleshafts and driveshafts, wheel weights, tractor parts. A. B. Harding, pres.; J. Y. Blazek, exec. vice-pres.; M. Keeger, vice-pres. and gen. mgr.; S. Kinkor, vice-pres. and sales mgr. **Adv. Agcy.** — Sweeney & James Co., Bulkley bldg., Cleveland, O. John E. Sorrell, acct. exec.

LEMPCO INTERNATIONAL, INC., Export Div., 5409 Dunham rd., Bedford, O. J. F. Strnad, pres.; Dorothy R. Kimmel, vice-pres. and gen. mgr. **Adv. Agcy.**—Sweeney & James Co., Bulkley bldg., Cleveland, O. John E. Sorrell, acct. exec.

LEMPCO PRODUCTS, INC., 5409 Dunham rd., Bedford, O. Subsidiary. Evans Reamer & Machine Co., New Lexington, O. Automotive shop equipment, brake drum lathes, electric and hydraulic presses; crankshaft grinders and straighteners; surface grinders, mobilcranes, boring bars, reamers and honers. James F. Strnad, chmn. of bd.; James J. Strnad, pres.; John Y. Blazek, exec. vice-pres.; William J. Blazek, vice-pres.; Albert B. Harding, vice-pres., sales; J. F. Fahey, treas.; Herbert A. Spring jr., secy.; A. B. Rowe, asst. sales mgr.; Ray Raymond, southern reg. mgr.; Charles Gaskill, eastern reg. mgr. **Adv. Agcy.**—Sweeney & James Co., Bulkley bldg., Cleveland, O. John E. Sorrell, acct. exec.

LE ROI DIV., Westinghouse Air Brake Co., Milwaukee 1, Wis. Internal combustion engines, portable stationary and self-propelled air compressors, air tools. Paul I. Birchard, gen. mgr.; J. E. Heuser, gen. sales mgr.; D. S. Permar, field sales mgr.; G. W. Graf, sales prom. adv. mgr.; W. F. Briney, mgr. construction ind. sales; R. L. McChain, mgr. Cleveland prod. sales; E. R. Couch, mgr. stationary compressor sales; P. Azzolina, mgr. service dept.; D. M. McDowell, acting mgr. engrg. dept.; V. C. Sommers, mgr. pur. dept. Reg. Mgr. R. G. Draper, 235 Brookpark rd., Cleveland 9, O. **Adv. Agcy.** — Hoffman & York, Inc., Milwaukee, Wis. Geo. S. Cohan, acct. exec.

LIBBY-OWENS-FORD GLASS CO., 608 Madison ave., Toledo 3, O. Safety glass, parallel-o-plate glass, thermopane insulating glass, safety plate glass, tuf-flex glass, window glass, shaded windshield, tempered glass, heat absorbing plate glass. John D. Biggers, chmn.; G. P. MacNichol jr., pres.; E. M. Everhard, vice-pres. sales; A. P. Piant, gen. mgr. ind. sales; J. M. Ashley, pub. rel. dir.; F. R. Hawkins, adv. mgr.; J. C. Diehl, gen. pur. agt.; J. A. Faller, gen. traf. mgr. **Det. Rep.**—S. S. Hall, L-O-F Glass Co., 610 Fisher bldg., Detroit. **Adv. Agcy.** — Fuller & Smith & Ross, Cleveland, O. E. V. Carlquist and R. C. Blumer, acct. executives.

L-O-F GLASS FIBERS CO., 1810 Madison ave., Toledo 1, O. Microlite and Super Fine thermal and accoustical insulation; glass fiber textile yarns; Garan and Vitron roving for plastic reinforcement. R. H. Bernard, pres.; T. A. Collins, vice-pres., gen. mgr. eastern div.; F. H. May jr., vice-pres., secy.-treas.; J. H. Plummer, vice-pres., mfg. and engrg.; Dominic Labino, vice-pres., dir. of glass res. & new processes; C. F. Hegg, vice-pres., gen. sales mgr.; J. P. Atkinson, gen. pur. agt.; E. K. Bumcrots, gen. traf. mgr.; R. Petersen, mgr. customer serv. dept. **Det. Rep.**—John J. Burman, 18263 Hartwell at James Couzens.

LIBERTY MIRROR DIV., Libbey-Owens-Ford Glass Co., Brackenridge, Pa. Auto mirrors; transparent 3-way rear view metallic front surface, outside rear view mirrors, rescue signalling and rear view mirrors for fighter planes, hi-efficiency beam splitters and hi-efficiency dichroic mirrors. Wm. H. Colbert, div. pres.; J. C. Ogle, jr., gen. mgr.; R. W. Atwell, prod. mgr.; A. F. Jenniches, chief engr.; C. R. MacDonald pur. agt.; **Det. Rep.**—S. S. Hall, Libbey-Owens-Ford Glass Co., 611 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.** —Fuller & Smith & Ross, Inc., 1501 Euclid ave., Cleveland 15, O.

LIGGETT SPRING & AXLE CO., Monongahela, Pa. Axles for trailer vehicles of all types, leaf springs of all types, drop forgings. Charles E. Dexter jr., chmn. of the bd.; Marc J. Sandler, pres., treas.; Frank L. Seamans, secy.; Philip Shaffer, plant mgr.; J. D. Searles, dir. of pur. **Adv. Agcy.**—Lando Adv. Agency, Carlton House, Pittsburgh, Pa.

LIGGETT SUPPLY & EQUIPMENT CO., Elkhart, Ind. Complete running gear for trailers. Charles E. Dexter jr., chmn. of bd.; Marv J. Sandler, pres. and treas.; Leonard Dexter, vice-pres., gen. mgr. (Subsidiary of Liggett Spring & Axle Co., Monongahela, Pa.)

LIMA ELECTRIC MOTOR CO., Findlay rd., Lima, O. Electric motors, air compressors, machine tool drives, speed reducers. H. E. Reeder, pres.; Wayne M. Gideon, vice-pres., gen. mgr.; J. M. Winkler, secy.-treas.; P. F. Dwyer, gen. sales mgr.; Richard R. Knierim, sales prom. mgr., adv. mgr.; B. F. Wyandt, chief engr.; L. W. Hill, pur. agt.; W. Zimmerly, traf. mgr. **Det. Rep.**—The Lima Electric Motor Co., 3307 Ravena ave., Royal Oak, Mich. **Adv. Agcy.**—The Central Advertising, Lima, O. R. H. Moore, acct. exec.

LINCOLN BRASS WORKS, INC., 2051 12th st., Detroit 16, Mich. Precision built brass valves, parts and fittings. E. H. Mueller, pres.; D. E. DuPerow, vice-pres. and asst. gen. mgr.; Norb Hughes, sales mgr.; R. H. Marentette, pur. agt. **Adv. Agcy.**—Evans-Winter-Hebb, Inc., Detroit, Mich. Palmer Winslow, acct. exec.

LINCOLN ELECTRIC CO., 22801 St. Clair ave., Cleveland 17, O. Electric arc welders: AC/DC engine and AC, DC electric driven; electrodes; accessories for welding, electric motors, battery chargers. James F. Lincoln, chmn.; William Irrgang, pres.; J. S. Roscoe, exec. vice-pres.; A. F. Davis, vice-pres., secy. and adv. mgr.; G. G. Landis, vice-pres.; C. G. Herbruck, A. W. Sawyer, assts.; L. K. Stringham, vice-pres. engrg.; Harold Burnip, dir. of pur.; G. E. Tenney, serv. mgr.; Norman Zollar, traf. mgr.; E. Smith, chief engr. machines; N. Hoene, chief engr. electrodes. **Det. Rep.**—The Lincoln Electric Co., branch office, 10228 Woodward ave. A. F. Boucher, dist. mgr. **Adv. Agcy.**—Griswold-Eshleman, Cleveland, O. Wm. Pelich, acct. exec.

LINCOLN ENGINEERING CO., Div. of the McNeil Machine & Engrg. Co., 5701 Natural Bridge ave., St. Louis 20, Mo. Lubricating equipment, power lubrication systems; grease fittings; grease guns, manual and power operated; pumps (grease, oil, transfer, underbody coating materials); air, grease and oil hose. Jonathan Kludt, gen. mgr.; Carl H. Mueller, dir. of engrg.; John E. Renner, gen. sales mgr.; R. Kloos, adv. mgr.; Clark Schelp, sales pro. mgr.; Geo. Hubbard, special auto rep.; K. Webb, serv. mgr.; L. C. Rotter, chief engr.; D. K. Howell, pur. agt.; Vernon Hudder, traf. mgr. **Det. Branch Mgr.**—Morgan Lawton, 8627 Woodward ave. **Adv. Agcy.**—Oakleigh R. French & Assoc., St. Louis, Mo., K. J. Bayer, acct. exec. The D'Arcy Advertising Co., St. Louis, Mo. M. D. McQueen, acct. exec.

LINCOLN DIV., Ford Motor Co., 3000 Schaefer rd., Dearborn, Mich. Lincoln passenger cars. Ben D. Mills, vice-pres. and gen. mgr.; D. E. Peterson, mdse. and prod. planning mgr.; D. F. Allison, programming and facilities planning mgr.; H. B. Daniels, gen. sales mgr.; V. Z. Brink, exec. asst. to the vice-pres. and gen. mgr.; R. A. Hulce, gen. pur. agt.; W. D. Singleton, gen. mfg. mgr.; J. L. Craw, ind. rel. mgr.; D. R. Learned, div. contr.; H. W. Johnson, chief engr.; J. F. Mayhew, pub. rel. mgr.; J. J. Seregny, adv. mgr.

LINDE AIR PRODUCTS CO., Div. of Union Carbide and Carbon Corp., 30 East 42nd st., New York 17, N. Y. Industrial gases, oxygen, nitrogen, argon, acetylene, calcium carbide, oxy-acetylene apparatus for cutting, joining, treating, and forming metals, acetylene generators, welding rods and supplies, air-acetylene apparatus, electric welding equipment and supplies for Heliarc, sigma, and Unionmelt welding. **Det. Rep.** — S. F. Maire, 10421 W. Seven Mile rd., Detroit 21, Mich.

LINDSAY STRUCTURE, INC., 5000 Dempster st., Skokie, Ill. Prefabricated light sheet metal for steel or aluminum truck bodies. Owen S. Lindsay, pres. and treas.; L. Seton Lindsay, vice-pres.; A. E. Brunzell, secy.; Catherine C. Munson, adv. mgr. and pub. rel. mgr.; Robert L. Matson, chief engr. and pur. agt.; Elmer C. Sorenson, traf. mgf. **Adv. Agcy.**—The Fensholt Co., Chicago, Ill.

LINK-BELT CO., Executive office: Prudential Plaza, Chicago 1, Ill. Automotive timing chains, conveyors and power transmission machinery. R. C. Becherer, pres.; R. F. Bergmann, vice-pres. engrg.; H. L. Hoefman, vice-pres. mfg.; H. E. Kellogg, vice-pres. and treas.; B. V. Jones, adv. mgr.; W. H. Depperman, pub. rel. dir.; Indianapolis Plant: 220 S. Belmont ave., Indianapolis, 6, R. E. Whinney, vice-pres., gen. mgr.; F. H. Spencer, sales mgr.; W. G. Bally, mgr., automotive and diesel engine sales. Detroit District Office and Factory Branch Store: George Paige, mgr., 5938 Linsdale ave., Detroit 4. Manufacturing Plants, Sales Offices, Factory Branch Stores, Distributors and Representatives throughout the world. **Adv. Agcy.**—Klau-Van Pietersom-Dunlap Inc., Milwaukee 4, Wis. B. E. Hotvedt, acct. exec.

LINK ENGINEERING CO., 13845 Elmira ave., Detroit 27, Mich. Spring testers, oil consumption scales, center drills, dynmometers, flow meters, sheet tension indicator, special test equipment. H. W. Link, gen. mgr.; M. N. Weber, product development mgr.; R. A. Lundquist, sales mgr.; F. Romanski, chief engr.; A. L. Hill, pur. agt.

LION OIL CO., a Div. of Monsanto Chemical Co., Lion Oil bldg., El Dorado, Ark. **Refinery:** Gasoline, distillates, kerosene, light and heavy fuels, asphalts, lubricating oils, greases and protective coatings. T. M. Martin, pres.; A. F. Reed, vice-pres., sales mgr.; J. E. Howell, R. E. Meinert and C. N. Barton, vice-presidents; Jeff Davis, secy.; E. W. Atkinson, treas.; J. B. Rogerson, mgr. of mfg.; J. H. Sheehan, sales mgr., petroleum sales; C. R. Olson, adv. and sales prom. mgr.; P. G. Anderson, traf. mgr.; Kavanaugh Dodson, pub. rel. dir. **Adv. Agcy.** — Ridgway Advertising Co., St. Louis, Mo.

LIPE-ROLLWAY CORP., 806 Emerson ave., Syracuse 1, N. Y. Heavy duty automotive clutches, pneumatic bar feeds, portable hacksaw, cutters, automatic magazine loading bar feeds. H. F. Hodgkins, pres.; J. D. Williams, vice-pres., gen. mgr.; T. M. Hancock, secy.; W. M. Hall, treas.; H. C. Klix, supt.; R. C. Brett, adv. mgr.; J. H. Williams, sales mgr. (clutch div.); G. E. Ellis, gen. sales mgr.; E. R. Fish, chief engr.; C. B. Spase, chief engr., automotive development; R. S. Root, chief engr. (clutch div.); J. E. Edmonds, pur. agt.; J. Dice, traf. mgr. **Det. Rep.**—Gould Allen, 417 Southfield rd., Birmingham, Mich. **Adv. Agcy.**—Barlow Adv. Agency, 742 James st., Syracuse 1, N. Y.

LIQUID GLAZE, INC., 704 Sheriden st., Lansing 3, Mich. Protection treatment products for automobile finishes. John J. Mitchell, pres.; Harvey S. Steadman, secy. and treas.; Edward Hodowaine, sales mgr.; W. E. Kirksey, office and traf. mgr.; Marvin Ray, prod. engr.

LISLE CORP., 807 E. Main st., Clarinda, Ia. Magnetic plugs, ridge reamer, cylinder hone, rod aligner, brake cylinder hone, glaze breaker, Chevrolet valve guide driver, wet honing machine, Supco brake parts, cables and brake fluid. C. V. Lisle, pres., gen. mgr.; J. R. Arthur, vice-pres. and chief engr.; Edwin Lisle, vice-pres. and sales mgr.; T. E. Brooks, secy.; E. G. Thompson, works mgr., pur. agt.; O. S. Gregory, office mgr. **Det. Rep.**—Harvey J. Nestle, 16141 Harper ave., E. Detroit. **Adv. Agcy.**—Fairall & Co., Des Moines, Ia. J. S. McLaren, acct. exec.

LITEMETAL DICAST, INC., 1927 Wildwood, Jackson, Mich. Aluminum and magnesium die castings. E. C. Hetherwick, pres.; R. C. Cornell, vice-pres. and sales mgr.; W. J. Donahue, secy.; C. W. LeRoux, treas.; W. A. Kavanaugh, vice-pres. and works mgr. **Det. Rep.**—F. E. Wickham, Inc., 19451 Jas. Couzens hwy. **Adv. Agcy.** — DuMahaut Adv. Agency, Detroit, Mich.

LITHO-PAINT POSTER CO., 525 Noble st., Chicago 22, Ill. Detroit Office, Room 313, Stephenson bldg., 6560 Cass ave., Detroit 2, Mich. Advertising displays for automotive dealers and national advertisers. V. A. Mock, pres.; W. J. Clark, vice-pres. sales; W. W. Thompson, mgr. Detroit office.

LITTELFUSE, INC., 1865 Miner st., Des Plaines, Ill. Fuses and mountings for radio, electronic and automotive fields. E. V. Sundt, chmn. of bd.; T. M. Blake, pres.; D. G. Turmail, secy.; J. D. Hughes, vice-pres., gen. mgr.; H. A. Cornelius, sales mgr.; D. Shean, pur. agt. **Adv. Agcy.**—Burton Browne Adv., Chicago, Ill.

LITTLE GIANT PRODUCTS, INC., 1530 N. Adams, Peoria 3, Ill. Trailing axles, hand hoists, hand winches, frame extensions, sweepers H. G. Sharp, pres.; M. S. Sharp, secy.-treas.; Gilbert Pacey, vice-pres. and gen. mgr. **Adv. Agcy.**—Ross Adv. Agency, Peoria, Ill.

LIVINGSTON CO., THE, 148 Amity rd., New Haven 15, Conn. ICU Plasticote auto polish, gas line anti-freeze, spook-nylon sponges. Fred C. Roessler, pres.; Henry W. Houser, vice-pres., treas.; Edith S. Houser, secy.; Dorothy C. Roessler, asst. secy

LLOYD CARS CORP. OF AMERICA, P. O. Box 987, South Bend, Ind. Importers of Lloyd line of German built passenger and commercial cars. Norwood D. Craighead, pres.; A. E. Craighead, vice-pres.; I. K. Price, secy. and treas. **Adv. Agcy.**—Cramer-Krasselt Co., Milwaukee, Wis.

LOCAL TRADEMARKS, INC., 87 Madison ave., New York 16, N. Y. Syndicated advertising campaigns, newspaper, point-of-sale and animated TV spots. Rudolph F. Purpus, pres.; John C. Ryder, vice-pres.

LoDAL, INC., Walnut and Railroad, Norway, Mich. LoDal hydraulic truck loaders, dump body sideboards, cab shields, snow plows. George W. Hewlett, pres.; Jess Suino, vice-pres.; J. Raymond Brisson, gen. and sales mgr.; Joseph Rocchietta, secy.-treas.; Walter O. Brisson, works mgr., pur. agt. **Det. Rep.** — Industrial Truck Service, 1885 Harper ave., Industrial sales rep. Miller Equipment Co. of Detroit, 30303 Plymouth rd., Livonia, Mich., Municipal and other sales. **Adv. Agcy.**—R. C. Breth, Green Bay, Wis.

LOGANSPORT MACHINE CO., INC., Logansport, Ind. Air and hydraulic cylinders and valves, presses, power units, pumps. Mrs. E. P. Wilkinson, pres.; C. M. Bates, vice-pres. and gen. mgr.; L. L. Austin, vice-pres. and secy.; E. L. Kimes, vice-pres. and treas.; L. R. Burger, sales mgr.; H. L. Stewart, asst. sales and adv. mgr.; R. Becker, chief engr.; Morris McAtee, pur. agt. **Det. Rep.**—Logansport Machine Co., 2413 East 7 Mile rd. Detroit 34, Mich. **Adv. Agcy.**—Willis S Martin Co., Fort Wayne, Ind. Floyd D. Jeffries, acct. exec.

LONG MANUFACTURING DIV., Borg-Warner Corp., 12501 Dequindre st., Detroit 12, Mich. Clutches for automobiles, trucks, buses and stationary engines, radiators, engine and transmission oil coolers, torque converters, transmission combinations, tractor transmission and axle assemblies, precision gears and shafts, heating and cooling coils. T. J. Ault, pres., gen. mgr.; R. Walters, secy.-treas.; H. H. Whittingham, vice-pres. sales; D. T. Sicklesteel, dir. indl. prod. & engrg.; C. M. Woods, serv. sales mgr.; H. A. Jewell, dir. of pur.; C. E. Stuckey, productive pur. agt.; R. B. Scott, non-productive pur. agt.; D. W. Lysett, dir. production engrg.; R. C. Zeidler, dir. research engrg.; W. E. Lang, dir. indl. rel.; W. E. Rowe, factory mgr.; L. W. Cartier, mgr. qual. control; A. E. Bigelow, sales prom. & adv. mgr.; A. J. Lutz, master mech. **Adv. Agcy.**—Kenneth Drake Assoc., 600 Griswold, Detroit 26, Mich.

LORD MFG. CO., 1635 W. 12th st., Erie, Pa. Bonded rubber products; anti-vibration and shock absorption devices. Thomas Lord, pres.; A. G. Postlewait, vice-pres.; Mrs. B. M. Hartman Lord, secy.-treas.; J. C. Mitchell, mgr. of mktg.; R. C. Henshaw, mgr. of engrg.; R. B. Tousey, supt. mfg. div.; G. H. Billman, mgr. of field engrg.; D. P. Cobb, pur. agt.; R. E. Ricketts, adv. mgr. **Det. Rep.**—E. C. Vallin, 2842 W. Grand blvd.

LUBRIPLATE DIV., Fiske Brothers Refining Co., 129 Lockwood st., Newark 5, N. J. Lubricants. G. E. Merkle, pres.; L. A. Ryan, vice-pres.; F. W. Edwards, secy.-treas.; J. E. Carroll, works mgr.; R. L. Watts, sales and adv. mgr.; B. E. Hiney, traf. mgr. **Det. Rep.**—C. F. Cowley, 18516 James Couzens hwy. **Adv. Agcy.**—E. M. Freystadt Assoc., Inc., 41 East 42nd st., New York 17, N. Y. E. M. Freystadt, acct. exec.

LUCAS ELECTRICAL SERVICES, INC.,

(Continued on Page 238)

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Herald Tribune
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Who's Who in the Auto Industry

(Continued from Page 236)

653 Tenth ave., New York 36, N. Y. Distribution of electrical spare parts for British trucks, automobiles and motorcycles manufactured by the parent concern, Joseph Lucas, Ltd. A. B. Waring, pres.; W. G. Owen, vice-pres.

LUDLOW PAPERS, INC., Rosemary st., Needham Heights 94, Mass. Rust preventive paper, greaseproof wrapping paper, waterproof packaging paper; reinforced gummed sealing tape. Henry M. Bliss, pres.; Albert J. Thiel, exec. vice-pres.; Joseph C. Mahoney, treas.; Robert S. Metzler, vice-pres., sales; E. D. Cookson, industrial papers sales mgr.; E. D. Mendels, asst. sales mgr.; Robert A. Mills, adv. mgr. **Det. Rep.**—Sidney M. Davey, 14225 Schaefer rd., Detroit 27, Mich.

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LUMITE DIV., Chicopee Mills, Inc., 47 Worth st., New York 13, N. Y. Automobile seat cover material and upholstery. W. J. Holman jr., pres.; H. H. Purvis, vice-pres. in chge. of mfg.; W. Chester, treas.; J. F. Nicholl, vice-pres. and gen. mgr.; George H. Day II, vice-pres., mgr. auto. and upholstery fabrics; G. V. Atkinson, prod. dir. **Det. Rep.** — Harold W. Brown, 615 Livernois ave., Ferndale, Mich. **Adv. Agcy.**—Lennen & Newell, Inc., New York City, N. Y. Shirley Estey, acct. exec.

LUSTRE PRODUCTS CORP., Box 803, Lansing, Mich. Manufacturers and national distributors of chemicals and equipment for automobile beauty care. John J. Mitchell, pres.; Harvey S. Steadman, secy.-treas.

LUTHY AERONAUTICAL SALES CO., 302 Cooper st., Jackson, Mich. Spark plugs, piston rings, safety belts. F. A. Buthy, pres.; Gerald Braley, secy., chief engr. **Adv. Agcy.**—Godden Agency, Inc., 1705 Probert rd., Jackson, Mich.

LUX CLOCK MFG. CO., INC., 95 Johnson st., Waterbury 20, Conn. Clocks and timers. Fred Lux, pres.; Herman Lux, vice-pres., treas.; W. F. Cahill, secy., pub. rel. mgr.; Edward Koss, gen. mgr.; Eugene T. Crandall, sales, adv. and sales prom. mgr.; Eugene Slason, serv. mgr.; Dwight E. Harris, chief engr.; Arthur Kunkel, pur. agt. **Adv. Agcy.**—William Schaller Co., Inc., 1245 Farmington ave., Hartford, Conn.

LYK NU CO., INC., 279-281 E. 139th st., New York 54, N. Y. Waxes, fabric cleaner pre wax cleaner, stop rust, snow white-spray white wall tire cleaner. Al A. Banks, pres.; Harold Banks, vice-pres.; Lillian La Vine, gen. mgr.; Lester Poliner, sales mgr.

LYON, INC., 13881 W. Chicago blvd., Detroit 28, Mich. Stainless steel wheel covers and wheel trim, discs and rings; metal whitewalls, and stampings. G. Albert Lyon, chmn. of bd.; G. A. Lyon jr., pres.; R. E. Lyon, exec. vice-pres.; Alberta L. Judd, secy.; G. W. Hain, automotive sales mgr.; R. M. Hodgson, asst. sales mgr.; H. J. Eynon, prod. mgr.; V. G. Converse, dir. of pur.; C. F. Hanna, Geo. C. Czuba, asst. pur. agts.; J. W. Tulloss, gen. mfg. mgr. M. J. Celovsky, chief engr. **Adv. Agcy.**—MacManus, John and Adams, Detroit, Mich. Robert F. Shaw, acct. exec.

LYON METAL PRODUCTS, INC., Aurora, Ill. Parts bin systems, bulky parts racks, benches, lockers, toolstands, tool boxes, shop equipment. H. B. Spackman, pres.; J. M. Olesen, vice-pres. chge. of sales; L. D. Deal, secy.-treas.; O. M. Konrath, gen. prod. mgr.; Leonard B. Rhodes, adv and sales prom. mgr.; D. K. Powelson, asst. adv. mgr.; S. C. Senyard, pur. agt.; H. McManus, traf. mgr.; Neal Ormond, pub. rel. mgr. **Det. Rep.**—W. J. Meidell, mgr. Lyon Metal Products, Inc., 209 Curtis bldg., Detroit 2, Mich. **Adv. Agcy.**—Reincke, Meyer & Finn, Inc., Chicago, Ill. G. E. Taylor, acct. exec.

M

M & E MFG. CO., 2571 Winthrop ave., Indianapolis 5, Ind. Paint spray finishing equipment and systems. R. Egener, pres.; D. E. Newman, design engr.; S. R. Abbott, pur. agt. **Adv. Agcy.**—Drennan W. Hart, Indianapolis, Ind.

M & W GEAR CO., INC., Anchor, Ill. Add-power sleeve and pistons, live power P. T. O. clutch, live power hydraulic systems, 9 speed transmissions, tractor testing dynamometers. Elmo Meiners, pres.; J. C. Ertel III, secy.-treas.; E. W. Lapp, pur. agt.; W. E. Volk, sales mgr.; Loren Alpers, ass't. sales. **Mich. Rep.**—Dave Gardner, R. R. No. 1, Fulton, Mich. **Adv. Agcy.**—The Biddle Co., Bloomington, Ill.

MacDONALD MFG. CO., 550 Green, New Baltimore, Mich. Automotive knobs, escutcheons, plastic brake handles, backup, tail and parking lamp lens, arm rests, nylon bushings, nylon speedometer gears, and dials, etc. Stuart MacDonald, pres.; Jay H. Kuhn, vice-pres.; D. Morrish, pur. agt.; Scott Walker, plant mgr. **Det. Rep.** — Crawford-Maser, Inc., 715 Fox bldg.

MACHINED PARTS CORP., 6209 Hamilton, Detroit 2, Mich. Automotive electrical products. M. M. Moats, pres. and gen. mgr.; H. D. Mair, exec. vice-pres.; B. A. Moats, vice-pres.; W. Palmer Lanagan, vice-pres., chge. of research, development; J. D. Ward secy.; Ray R. Buckman, pur. agt.

MACHINERY & EQUIPMENT EXCHANGE, INC., 3400 W. Fort st., Detroit 16, Mich. Toolroom and production metal working machinery and equipment, steel shop equipment, shelving, lockers, parts bins, work benches, air compressors, electric motors, spray equipment, electric tools, electric and chain hoists, hydraulic jacks, body jacks, vises, flexible shaft bench and floor grinders, hand and hydraulic operated arbor presses, arc welding equipment, tote pans, shop boxes, etc. Albert M. Egrin, pres.

MACK TRUCKS, INC., 1355 West Front st., Plainfield, N. J. Trucks, tractors, buses, fire apparatus. P. O. Peterson, pres.; M. E. Stover, vice-pres., finance; E. G. Ewell, vice-pres., sales; L. E. Minkel, gen. sales mgr.; G. F. Jones, asst. gen. sales mgr.; T. J. Zeller, vice-pres., forward planning; W. T. Southworth, secy.; J. M. Steffee, dir. of pur.; A. G. Crockett, dir., sales development; H. Rowold, mgr., natl. and fleet sales; H. Bernard, serv. mgr. **Det. Rep.**—E. H. Dillow, 10401 Ford rd., Dearborn, Mich. **Adv. Agcy.**—Doyle, Kitchem & McCormick, Inc., New York 17, N. Y. R. Doyle, acct. exec.

MACKENZIE MUFFLER CO., INC., 460 N. Meridian rd., Youngstown 9, O. Automotive exhaust systems, automotive oil filters, and automotive and industrial mufflers. K. B. MacDonald, pres., treas.; J. C. Stewart, exec. vice-pres. and gen. mgr.; Myron Ullman, secy.; W. W. Marriott, works mgr.; F. G. Hyatt jr., sales mgr., ind. div.; F. Hyatt, chief engr.; L. Miller, pur. agt.; M. Merlo, traf. mgr.

MACKLIN CO., 2914 Wildwood rd., Jackson, Mich. Grinding wheels, sharpening stones and other abrasive products. R. C. Franklin, pres.; W. V. Blake, vice-pres., engr.; R. O. Lane, vice-pres., sales engr.; M. T. Hunt, vice-pres., sales mgr. eastern div.; Jack Arnst, sales mgr. western div.; C. E. Etheridge, secy.-treas.; J. E. Saathoff, works mgr.; R. B. Howlett, adv. mgr., dir. of pur.; E. M. Scheiffler, asst. pur. agt. **Det. Reps.**—N. H. Balz, mgr.; W. E. Howard, R. L. Hackett, W. E. Scholes, 1144 W. Baltimore. **Adv. Agcy.** — Rumsey & Assoc., 219 S. Superior st., Albion, Mich.

MACLEOD CO., THE, Box 452, Sharonville, O. Abrasive blast, dust arrester, oil burning and blacking swab sprayer equipment for factories, foundries, mills; guns for spraying cement and sand, sand dryers. E. F. Hoffman, pres.; Thomas J. Hollmeyer, vice-pres.

MACMILLAN PETROLEUM CORP., 530 West 6th st., Los Angeles 14, Calif. Ring-free motor oils, greases, asphalt, diesel and jet fuel, naphtha, road and lubricating oils. R. S. Macmillan, pres.; S. M. Batterson, exec. vice-pres.; S. M. Thompson, asst. secy. and treas.; William A. Powell, vice-pres. refinery mgr.; H. C. Akerberg, vice-pres. lube oil mgr.; O. H. Muller jr., vice-pres., adv. and sales prom mgr. **Adv. Agcy.**—Roy S. Durstine Co., New York, N. Y. Wm. Sloan, acct. exec.

MAC'S SUPER GLOSS CO., INC., 6040 N. Figueroa st., Los Angeles 42, Calif. Auto polishes, cleaners, rust remover, radiator compounds, etc. R. MacIsaac, pres.; Ted J. Smith, vice-pres. in chge. of sales; Wm. W. Gregory, secy.-treas.; Ray Gallagher, works mgr.; M. Egan, secy. and pur. agt.; Max Seyster, Detroit dist. mgr. **Det. Rep.** — Max Seyster, 1639 Ridge ave., Evanston, Ill. **Adv. Agcy.** — Hixon & Jorgensen, Los Angeles, Calif.

MACTON MACHINERY CO., INC., Dyke Lane, Stamford, Conn. Automobile display, car washer and industrial turntables. D. Bruce Johnston, pres.; K. Allson Johnston, secy.-treas. **Adv. Agcy.**—Birdsall Co., 76 Wilson st., Hartsdale, N. Y. Harry Birdsall jr., acct. exec.

MADAY BODY & EQUIPMENT CORP., 575 Howard st., Buffalo 6, N. Y. Commercial truck bodies and special equipment. Walter Maday, pres.; Henry S. Maday, exec. vice-pres.; Anthony Galantowicz, treas.; Mary F. Kasza, asst. treas.-secy.; Elmer C. Fox, vice-pres. in chge. of sales and pur.; H. Bruce Maday, asst. plt supt.; Ralph Buth, plt. supt. **Adv. Agcy.**—Gottheif & Weil, Inc., Buffalo, N. Y.

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MAGNAFLUX CORP., 7300 W. Lawrence ave., Chicago 31, Ill. Nondestructive testing materials and equipment. F. B. Doane, pres.; W. E. Thomas, exec. vice-pres.; W. D. Reid jr., plant mgr.; A. E. Christensen, chief engr.; C. D. Ceske, pur. agt. **Det. Rep.**—K. Van Kirk, mgr., 2777 East Grand blvd. **Adv. Agcy.**—Stoetzel and Assoc., Inc., Chicago 31, Ill. H. W. Stoetzel, acct. exec.

MAGNALINE CO., 1615 Pine st., San Francisco 9, Calif. Wheel aligners. Albert Peters, pres.

MAGNETIC DRAIN PLUG CO., Rt. 58, Wellington, O. Magnetic pipe, drain, filler and special plugs. Samuel B. Katz, pres.; Pearl B. Katz, treas.; Roy S. Gurnick, asst. to pres., plant mgr.

MAGNETOOL DIV., MULTIFINISH MFG. CO., 26341 W. 8 Mile rd., Detroit 19, Mich. Releasing hand magnets, coolant pump filter magnets, magnetic tramp iron traps, sweepers, tank retrievers and automation devices; sheet separators. A. T. Churchill, pres., gen. mgr.; R. S. Toggweiler, vice-pres.; D. E. Jess, secy., sales mgr.; P. J. Hurst, serv. mgr. **Adv. Agcy.** — Rossi & Co., Detroit, Mich.

MAGNUS CHEMICAL CO., INC., South ave., Garwood, N. J. Automotive cleaning compounds and cleaning machines. W. M. Campbell, pres.; R. W. Mitchell, vice-pres.; W. M. Garbe, treas.; H. Y. Barrow, secy.; R. Krele, adv. mgr.; H. Miller, asst. adv. mgr.; G. Slaight, pur. agt. **Det. Rep.**—W. F. Gregory, 16535 Lawton ave., Detroit 21, Mich. Norman Schairer, 12526 Dresden ave., Detroit 5, Mich. **Adv. Agcy.** — Brudno & Bailey, 121 Prospect st., Westfield, N. J.

MAGNUSON PRODUCTS CORP., Brooklyn, New York, 1, N. Y. Cleaning compounds. I. C. Magnuson, pres.; R. F. Burch, vice-pres.; W. F. Nickerson, sales mgr. **Adv. Agcy.**—Asher, Godfrey & Franklin, New York, N. Y. Edgar Rosston, acct. exec.

MAGUIRE CO., INC., WALTER, 60 E. 42nd st., New York 17, N. Y. Cortland emery aggregate for Emeri-Crete heavy duty floors. Walter R. Maguire, pres. **Det. Off.**—2045 E. 8 Mile rd., Hazel Park, Mich. R. C. McMillan, mgr.

MALL TOOL CO., Div. of Remington Arms Co., Inc., 25000 So. Western ave., Park Forest, Ill. Portable power tools, electric and pneumatic impact wrenches, drills, screwdrivers, sanders-polishers, grinders, flexible shaft grinders, sanders and polishers.

MALLORY ELECTRIC CORP., 12416 Cloverdale, Detroit 4, Mich. Ignition coils, distributors and systems, circuit breakers, condensers, ball-bearings, circuit breaker plates, dual point conversion kits. M. Mallory, chmn. of bd.; M. Mallory jr., pres.; H. Gardner, sales mgr.

MALSBARY MFG. CO., 845 92nd ave., Oakland 3, Calif. Fireless cleaners, steam vapor cleaners, high pressure combination cleaners. A. E. McIntyre, pres. and gen. mgr.; Walter Taylor, vice-pres.; M. K. Dugener, sales mgr.; Walter F. Malsbary, secy.-treas.; L. F. Linn, pur. agt. **Det. Rep.**—F. W. Hammond, 315 N. Ravena blvd., Ann Arbor, Mich. **Adv. Agcy.**—George McNutt Agency, Oakland, Calif.

MANBEE EQUIPMENT DIV., Bear Mfg. Co., Rock Island, Ill. Wheel balancers, wheel aligning equipment, axle straightening equipment, head light testing equipment and frame straightening equipment. L. M. Cheek, gen. mgr.

MANCUSO ASSOC., INC., 726 Lothrop, Detroit 2, Mich. Facilities for creative planning, development, layout, art and copy covering sales promotion and incentive programs for automotive manufacturers and their dealers. Tony Mancuso, pres., treas.; Carl H. Eissfeldt, vice-pres.; Lottie Chmielnicki, secy.; Charles H. Werner, gen. mgr.; William H. Stedman, off. mgr.; Peter G. Medonis, Robert Chester, acct. exec.

MANLEY DIV., American Chain & Cable Co., Inc., 1100 E. Princess st., York, Pa. Hydraulic presses, wrecking cranes, tire inspectors, chain hoists, trestles. W. F. Wheeler, chmn. of bd.; C. N. Johns (N. Y.), pres.; E. J. Williams, Henry Ervin (N. Y.), vice-presidents; A. C. Laske, secy.; Stanley Mann (N. Y.), treas.; W. W. Berchtold (York, Pa.), sales mgr.; E. V. Creagh (Bridgeport), adv. mgr. **Adv. Agcy.**—Reincke, Meyer & Finn, Inc., Chicago 11, Ill. Wallace Meyer, acct. exec.

MANSFIELD TIRE & RUBBER CO., Mansfield, O. Tires and tubes. J. H. Hoffman, pres.; E. E. Stevens, vice-pres.; J. C. Moore, gen. sales mgr.; J. W. Hammer, adv. and sales prom. mgr.; J. M. Slattery, dir. pur.; C. K. Smaltz, traf. mgr.; M. L. Bayer, factory mgr.; John Schroeder, pub. rel. mgr. **Det. Rep.** — F. D. Boals.

MANZEL DIV., Houdaille Industries, Inc., 315 Babcock st., Buffalo 10, N. Y. Special automotive service tools and equipment arbor presses, Trans-lift and Trans-lift jr. Ralph F. Peo, pres., chmn. bd.; G. C. Saltarelli, vice-pres., chge. of oper.; Herbert H. Roosa, vice-pres., group exec.; Granger B. Thurstone, gen. mgr.; Merle J. Timmerman, sales mgr. **Adv. Agcy.**—Comstock & Co., Buffalo 2, N. Y.

MARBLETTE CORP., 3721 30th st., Long Island City 1, N. Y. Liquid and cast phenolic resins, epoxy laminating and casting resins. Samuel Glickstein, pres.; Max Hilrich, res. dir. **Det. Rep.**—Frank Bogart, 19741 James Couzens hwy., Detroit. **Adv. Agcy.**—MacLean Advertising Agency, Inc., 207 East 37th st., New York 16. N. Y. Theodore M. Seller, acct. exec.

MARCHANT CALCULATORS, INC., 1475 Powell st., Oakland 8, Calif. Automatic electric calculators, "Miniac" electronic digital computers and data processing systems. Edgar B. Jessup, pres.; Walter Kassebohm, exec. vice-pres. oper.; Wallace W. Knox, vice-pres. and gen. counsel; Wesley E. Jenkins, vice-pres. and gen. sales mgr.; Harold T. Avery, vice-pres. engrg.; W. W. Finn, secy.-treas.; Farrell Smith, pur. agt.; Delmar E. Wisenor, traf. mgr.; Joseph W. Lewellen, adv. and pub. rel. mgr. **Det. Rep.**—E. J. Dreusicke, 2211 Woodward ave., Detroit. **Adv. Agcy.** — Foote, Cone & Belding, San Francisco, Calif.

MAREMONT AUTOMOTIVE PRODUCTS, INC., 1600 S. Ashland ave., Chicago 8, Ill. Coil, leaf and torsion bar springs, axle U-bolts, spring parts, tire tools, exhaust mufflers, tail and exhaust pipes, muffler clamps and installation kits. Howard E. Wolfson, chmn. of bd.; Arnold H. Maremont, pres.; M. A. Wolfson sr., vice-pres.; Jerome M. Comar, exec. vice-pres. and treas.; Chester Levine, secy.; C. A. Klaus, vice-pres., replacement sales; J. Theodore Wolfson, pres. of export subsidiaries; M. Robert Wolfson, adv. mgr.; Henry Ishizuka, asst. treas. and contr.; J. L. Woodhead, southeastern replacement sales mgr.; Drew Ehrhardt, western replacement sales mgr.; Tom Roach, midwestern replacement sales mgr.; Ken Maxwell, eastern replacement sales mgr.; Gail H. Hedrick, vice-pres., sales engr.; R. A. Graham, vice-pres., engrg.; John P. Buck, vice-pres., mfg.; Dave Spear, vice-pres., Puerto Rico and Cicero plants.

MARINE AND INDUSTRIAL ENGINE DIV., Chrysler Corp., 2000 Van Horn rd., Trenton, Mich. Marine and industrial engines for both civilian and military equipment. W. A. Martin, pres.; C. C. Williams, vice-pres. in chge. of sales; J. C. Hammelef, sales mgr., Industrial Engine Div., E. E. Trittschuh, sales mgr., Marine engines; C. H. Morris, chief engr.; W. M. Vollendorf, adv. and sales mgr. **Adv. Agcy.**—Zimmer, Keller & Calvert, Inc. Harry W. Calvert, acct. exec.

MARION METAL PRODUCTS CO., Cheney ave., Marion, O. Steel dump bodies and hydraulic hoists. G. E. Herr, pres., gen. mgr.; A. L. Beach, asst. to gen. mgr.; R. J. Graham, treas.; R. E. Craven, chief engr.; P. F. Baker, adm. engr.; H. H. Jacobs, sales mgr.; L. C. Dickerson, works mgr.; R. L. Henninger, pur. agt.; S. J. Birnbaum, asst. to sales mgr. **Adv. Agcy.**—Jay H. Maish Co., Marion, O. Calvin Arnold, acct. exec.

MARKEE CORPORATION OF AMERICA, 4030 N. W. 29th st., Miami 42, Fla. Aluminum pre-fabricated carports. Paul Rimmeir, pres.; Joe Cicero, vice-pres., sales; Nathan Becker, vice-pres. in chge. of prod.; Edward R. Murphy, sales mgr.; Budd Sheesley, adv. mgr.; John Berger, pur. agt.; Edward Lambert, traf. mgr. **Det. Rep.**—Frank E. Storey, 23418 Woodward ave. **Adv. Agcy.**—E. M. Eisfeld, Inc., Miami, Fla. Eric James, acct. exec.

MARLIN-ROCKWELL CORP., 402 Chandler st., Jamestown, N. Y. Ball and roller bearings. H. A. Johnston, pres.; L. A. Cummings, vice-pres., works mgr.; E. J. Shallow, vice-pres., gen. sales mgr.; E. H. Kidder, asst. sales mgr.; K. E. Josephson, adv. mgr.; R. F. Samuelson, chief engr.; W. B. Mead, secy.-treas.; C. A. Berg, dir. of pur.; F. C. Clark, dir. of public relations. **Det. Rep.**—A. E. Fawley, 17175 Wyoming ave., Detroit, Mich. **Adv. Agcy.**—Griffith & Rowland, Jamestown, N. Y. H. G. Griffith, acct. exec.

MARMON-HERRINGTON CO., INC., 1511 W. Washington st., Indianapolis 7, Ind. Electric trolley coaches, motor coaches, heavy duty all-wheel drive trucks, remanufacture of Ford trucks to all-wheel drive. D. M. Klausmeyer, pres.; G. C. Dixon, vice-pres. and gen. mgr.; Fred B. Croner, vice-pres.; Charles Guernsey, vice-pres. in chge. of transit sales; E. F. Ray, gen. sales mgr., truck div.; Robert A. Mueller, adv. and sales prom. mgr.; Wm. P. Nottingham, secy.; John Gant, treas.; Harold B. Blank, serv. parts and acc. mgr.; George H. Freers, vice-pres. in chge. of engrg.; A. O. Standiford, pur. agt.; E. M. Guinn, traf. mgr. **Adv. Agcy.**—Caldwell-Larkin Co., Inc., Indianapolis, Ind. John Merkle, acct. exec.

MARQUETTE MFG. CO., INC., 307 E. Hennepin ave., Minneapolis 14, Minn. AC & DC arc welders, welding accessories, oxy-acetylene welding equipment, battery chargers (all types), welding electrodes, welding rods and tractor strip. H. J. Lange, pres.; R. B. Niles, vice-pres., gen. mgr.; H. S. Petersen, secy.; O. H. Hansen, treas.; S. J. Gravelle, works mgr. C. M. Akins, vice-pres., chief engr.; E. F. Salomonson, pur. agt.; M. H. Potter, vice-pres., gen. sales mgr.; W. G. Schilling, adv. sales prom. mgr.; E. S. Osburn, sales mgr.; R. A. Sienes, export mgr. **Adv. Agcy.**—Alfred E. Colle Co., Minneapolis, Minn.

MARSHALL-ECLIPSE DIV., Bendix Aviation Corp., Cohoes and Tibbits aves., Green Island, Troy, N. Y. Passenger car brake lining, heavy-duty truck and bus brake lining, airplane brake lining, railroad and industrial brake lining, synthetic resins, adhesives, protective coatings, cerametalix friction material for automotive and aircraft. F. C. Weyburne, gen. mgr.; H. Stolar, asst. gen. mgr.; H. C. Hodson, divisional compt.; D. E. Stuart, sales mgr.; original equipt.; C. W. Cowan, asst. sales mgr., original equipt.; L. H. Goyette, sales, original equipt.; A. J. Roemer, serv. sales mgr.; C. S. Ferguson, dir. of engrg.; B. W. Klein, chief engr., automotive prod.; F. W. Aldrich, asst. chief engr., automotive prod.; E. A. Martin, pur. agt.; E. Drislane, test engr.; T. E. Shelly, traf. mgr. **Det. Reps.**—D. E. Stuart, sales mgr.; C. W. Cowan, asst. sales mgr.; L. H. Goyette, sales, orig. equip.; Ed. E. Bozyk, Cerametalix sales rep., 8-204 General Motors bldg., Detroit 2. **Adv. Agcy.**—MacManus, John & Adams, Bloomfield Hills, Mich.

MARSON CORP., 115 Mill st., Revere 51, Mass. Sanding attachments, tinning compounds, curtains for paint spray booths, wash racks and undercoating booths; plastic car garages, plastic and silicone cloth maskers for painting; mechanics fender and seat covers, plastic drop cloths, "smoothie" paint additive, paint cup liners, DDK dust killer, covers for testing equipment,, K2 silicone compound; paint cup gaskets, Epoxy and Polyester Solder for body and fender work. L. S. Lewis, pres.; Joe Cooper, vice-pres.; Irving Cooper, secy., sales mgr. **Adv. Agcy.**—Mayhoff Co., Lynn, Mass.

MARTIN SENOUR CO., Automotive Div., 2500 Senour ave., Chicago 8, Ill. Hi-solids lacquer colors, lacquer and synthetic enamel colors, blacks, thinners, reducers, specialties. W. M. Stuart, pres.; J. R. Degnan, vice-pres., dir. sales; E. Garman, treas.; R. W. Hughes, adv. mgr. **Adv. Agcy.** — MacFarland Aveyard, Chicago, Ill. R. Byars, acct. exec.

MARVEL-SCHEBLER PRODUCTS DIV., Borg-Warner Corp., Decatur, Ill. Gasoline, distillate, LPG carburetion equipment, power brakes and devices, automatic transmissions. R. C. Ingersoll, pres.; G. V. Patrick, vice-pres. and gen. mgr.; R. D. Turner, secy.-treas.; D. N. Arndt, vice-pres., chge. of sales; S. S. Meadows, vice-pres. and mgr. of transmission dept.; R. T. Massey, serv. mgr., parts and access.; Harry G. Bolton, chief engr.; Frank C. Nelson, pur. agt.; B. T. Andrix, vice-pres. in chge. of ind. rel. **Det. Rep.**—W. P. Cook, Box 2002, Monroe blvd. sta., Dearborn, Mich. **Adv. Agcy.** — Kane Advertising, Bloomington, Ill.

MASCO SCREW PRODUCTS CO., 12825 Ford rd., Dearborn, Mich. Screw machine products. Alex Manoogian, pres., gen. and works mgr.; Charles Manoogian, vice-pres.; E. P. Ehrman, secy.-treas.; Horace Holmes, sales mgr.; George Manoogian, chief engr.; R. E. Deisley, pur. agt.

MASLAND DURALEATHER CO. THE, Amber & Willard sts., Phila. 34, Pa. Duran with elastic fabric back, Duran with fabric back, Duran all-plastic, Duran-Weld, Duran-Quilt, Durasol plastic coated fabric. Walter E. Masland, chmn. of bd.; A. C. McCoy, pres. and gen. mgr.; R. P. Masland, vice-pres.; J. A. Shadle, vice-pres. for sales; Ernest Wuest, vice-pres. for mfg.; Ernest Kulp sr., vice-pres. for public rel.; Jules C. Lavin, vice-pres. for purchases; M. B. McMeekin, sales mgr. uphol. prod. div.; W. W. Day, adv. mgr.; George Sweet, sales mgr. ind. prod. div. **Det. Rep.**—Lester J. Colby, 710 Fisher bldg., Detroit 2. **Adv. Agcy.**—Fox & Mackenzie, Philadelphia, Pa., John Schoeninger, acct. exec.

MASLAND & SONS, C. H., Springs rd., Carlisle, Pa. Wilton and velvet rugs and carpets, automobile carpet. F. E. Masland jr., pres.; R. P. Masland, vice-pres.; G. R. Keim, vice-pres. (automotive sales and serv.). **Det. Rep.**—Hughes & Hunter, Inc., 16650 E. Warren.

MASSACHUSETTS MOHAIR PLUSH CO., INC., Main Office: 16 East 34th st., New York 16, N. Y. Mills at Lowell, Mass., Westbrook, Me., Pawtucket, R. I., King Mountain, N. C., Ellenboro, N. C. Ernest V. Horvath, pres.; George A. Horvath, treas.; Richard N. Stone, vice-pres.; Wayne Hartmann, sales mgr. in chge. of industrial fabrics; John McGivney, sales

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Who's Who in the Auto Industry

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mgr. in chge. of automotive fabrics; George I. Simpson, sales manager in chge. of yarns; Edward F. Hayes, vice-pres. in chge of northern operations; Mr. Wm. Ford, gen mgr. in chge. of southern operations. **Det. Rep.** — L. F. Hudson, 18055 James Couzens hwy., Detroit 35, Mich.

MAST FOOS MFG. CO., 72 West Columbia, Springfield, O. Auto parts for Auburn Cord, Duesenberg Co. D. E. Winslow, pres.-treas. and gen. mgr.; F. B. McKaig, vice-pres.; H. S. Liddell, vice-pres.; E. J. Wolfram, works mgr., chief engr.; D. D. Shellhorn, sales mgr. and pur. agt.

MASTER MANUFACTURING CO., 1300 E. ave. A, Hutchinson, Kans. Machine tool attachments, lathe converters, Turret-Masters, plain and universal feed tables, positioning and layout tables, vertical mill heads, wheel heads, boring and drilling spindles, geared dividing heads, internal keyseating and slotting heads. H. Lee Hill, gen. mgr.; Hue Whited, adv. mgr.; Don Morton, chief engr.; Richard Hughes, pur. agt. **Adv. Agcy.**—Lago & Whitehead Co., Wichita, Kans.

MASTER PARTS DIV., Airtex Products, Inc., 4th and Main sts., Fairfield, Ill. Fuel pumps, water pumps, front end suspension parts, wheel bearings, tie rod ends, king bolt sets, hydraulic brake cylinders and parts, fuel pump kits, water pump kits. Ben Sadoff, pres.; Dom Monge, gen. mgr.; L. A. Blackburn, chmn. of bd.; Jack L. Roberts, sales mgr., Master Div.; Frank J. Schreiner, sales mgr., Airtex Div.; Melvin Spencer, pur. agt.; H. Krauss, traf. mgr. **Adv. Agcy.**—Burlingame & Grossman, Chicago, Ill.

MASTER PRODUCTS, INC., 215 E. Twelve Mile rd., Madison Heights, Mich. Templates, fixtures, die models (wood and plastic), wood patterns, plastic tooling, jibs, sheet metal, hammer forms, prototypes, preproduction parts. Bartheld Zeunen, pres.; Lee E. Zeunen, adm. mgr.; A. A. Brune, sales mgr.

MASTER PRODUCTS MFG. CO., 3480 E. 14th st., Los Angeles 23, Calif. Sectional filing equipment, Metal-tab indexes, paper punches, sales cases, sales binders. Allan O. Marsh, pres. and gen. mgr.; V. L. Knight, secy.-treas.; Harry Panfill, chief engr. **Adv. Agcy.**—Waldie & Briggs, Inc., Chicago, Ill. George Briggs, acct. exec.

MATHER SPRING CO., 939 N. Cove blvd., Toledo 10, O. Leaf and torsion springs for cars, trucks, buses and off-the-road equipment. Henry T. Mather, pres. and treas.; Philip Hendrickson, adm. vice-pres.; W. B. Durham, asst. secy. and asst. treas.; Rathburn F. Mather, secy.; G. F. Miller, gen. sales mgr.; W. H. Barney, works mgr.; R. W. Nilsson, dir. engrg. & research; P. W. Stevens, customer serv. mgr.; Richard Bartlett, dir. of pur.

MATS UNLIMITED, INC., Box 29, Burlington, Wis. Tailored rear floor and luggage compartment mats, burtex rear floor carpeting and trunk lining, burtex hide-a-spare tire covers. Philip Smith, pres. and sales mgr.

MAY BROTHERS MFG. CO., P. O. Box 304, Lansing, Mich. Pneumatic tire changer, truck bead expander, bead expander and tire spreader, spark plug extensions, scarletts hook on tow cable. Fred May, pres.; C. D. Scarlett, sales and adv. mgr.; L. A. Scarlett, asst. sales.

McALEER MFG. CORP., 101 S. Waterman ave., Detroit 17, Mich. Automotive div. products: Automotive waxes, polishes, rubbing compounds and chemical specialties. Industrial div. products: Rubbing compounds, whirlwind ventilated buffs, buffing - polishing compounds; drawing compounds, coolants, floor polishes-waxes. C. H. McAleer, pres.; W. C. Dodd, vice-pres.; I. M. McAleer, secy.-treas.; Edw. Van Zandt, sales mgr., Indl. div.; Clayton Jones, chief chem.; R. E. Whalen, pur. agt.

McCABE-POWERS AUTO BODY CO., 5900 N. Broadway, St. Louis 15, Mo. Truck bodies: line construction; truck bodies: service; truck bodies: cable splicers; aerial ladders: mechanical; aerial ladders: hydraulic; towers: hydraulic; derricks: pole, standard; derricks: pole, hydraulic; beam: hydraulic aerial; trailer: pole; trailer: cable reel; various items of accessory equipment. John J. Powers, chmn. of bd. and treas.; Edward J. Powers jr., pres. and gen. mgr.; R. J. Sonderman, vice-pres.; Brooke Daly, vice-pres.; A. Tasch, works mgr.; H. M. Bohn jr., asst. sales; Robert Bakula, chief engr.; Frank Nowicki, pur. agt.; Roy Balogh, chief engr. (devel.); M. Padfield, parts and access. mgr.; Harry Todd, pub. rel. mgr. **Adv. Agcy.**—Calvin & Co., St. Louis, Mo.

McCORD CORP., Riopelle at E. Grand blvd., Detroit 11, Mich. Gaskets, radiators, refrigeration and air conditioning, unit heaters, mechanical lubricators. W. G. Hancock, pres.; Dean Fields, vice-pres.; Arnold A. Appleford, secy.-treas.; L. L. Hunt, chief engr.; W. E. Imhoff, vice-pres. repl. sales mgr.; F. McMillan, refr. sales mgr.; R. H. McGeorge, unit heater sales mgr.; Edwin O. Bodkin, adv. and sales prom. mgr.; D. Pyke, pur. agt.; E. Walters, asst.

McCREIGHT PRODUCTS, A. N., 8 S. Highland st., DuBois, Pa. Auto door covers, Protect-O-Door — transparent, necktie cases tie-vus, Protect-O-Liner—transparent headliner cover. Andrew North McCreight, pres.; Ann McCrea, secy.-treas.; J. R. Clyde, works mgr.; A. N. McCreight, sales mgr.; Homer Edner, asst. sales mgr.; J. T. Cavender, dir. of research.

McCULLOCH MOTORS CORP., 6101 W. Century blvd., Los Angeles 45, Calif. Target aircraft engines, power chain saws, superchargers, pumps and earth drills. J. L. Hegener, chmn. of bd.; Robert P. McCulloch, pres.; John L. Ryde, vice-pres.; G. C. Robechaud, vice-pres. in chge. research; C. F. Breer, vice-pres. in chge. of sales; S. H. Egbert, exec. vice-pres.; C. D. Allis, gen. sales mgr.; J. J. Merlo, adv. mgr.; A. Gredler, serv. mgr.; J. Thompson, gen. mgr., Paxton Products (superchargers). **Adv. Agcy.** — Stromberger, LaVene, McKenzie, Los Angeles, Calif. Don McKenzie, acct. exec.

McDONOUGH MFG. CO., 1500-1600 Galloway st., Eau Claire, Wis. Sterling drill grinder, Sterling tool and cutter grinder, McDonough vertical and horizontal band resaws, McDonough medium and heavy duty band mills. Louise M. Kildahl, pres.; John L. Kildahl, vice-pres.; F. R. Kildahl, secy.-treas.; R. K. Detjen, works mgr.; P. E. Rohifs, traf. mgr.; Amos Froseth, plant supt.

McFALL CO., CAREY, 2156 E. Dauphin, Philadelphia 25, Pa. Metal stampings and assemblies, painted steel and aluminum strip, steel electric weld tubing ¼" to 1" O. D. Wm. Reukauf, pres.; Elizabeth Reukauf secy.; E. A. Clary, treas.; sales mgr.; Clement H. Stratman, vice-pres.; John J. DiIenna, works mgr.; Wm. Braun, chief engr.; Wm. Murphy, pur. agt. **Adv. Agcy.**—Shaw and Schreiber, Philadelphia.

McFARLAND AWNING CORP., 742 S.W. 8th st., Miami 36, Fla. Umbrellas for car lots. Robert W. West, pres.; Jessie Lee McFarland, vice-pres. and treas.; L. Earl Curry, secy.

McINERNEY SPRING & WIRE CO., 655 Godfrey ave., S. W., Grand Rapids 2, Mich. Automobile and truck cushion spring constructions, upholstered cushions, mechanical springs, wire and rod forms, tubular seat frames, adjustable seat frames, light metal stampings, clips and fasteners, automotive interior trim, convertible tops, door panels and sun visors. J. L. McInerney, chmn. of bd.; J. M. McInerney, pres.; W. R. McInerney, vice-pres.; M. L. Keller, vice-pres.; R. N. Alt, vice-pres.; R. E. Ringgenberg, vice-pres. and sales mgr.; E. D. Tobin, secy.-treas.; Russell R. Thompson, exec. engr.; Wm. N. Ferguson, pur. agt.; R. N. Alt, adv. mgr. **Det. Rep.**—R. E. Ringgenberg, 911 Fisher bldg., Detroit 2, Mich. **Adv. Agt.**—Van Stee, Schmidt & Sefton, Grand Rapids, Mich.

McKAY CO., 1005 Liberty ave., Pittsburgh 22, Pa. Tire chains and accessories, metal-fil and metal-fil thinner. James C. McKay, chmn. of bd. and pres.; T. J. McKay jr., vice-pres.; Dr. D. F. Helm, vice-pres.; F. A. Kaufman, vice-pres., sales and mfg. operations; R. S. Gordon, mgr. engrg., (McKees Rocks plant); John Lehr, pur. agt. **Adv. Agcy.**—Smith, Taylor and Jenkins, Pittsburgh, Pa. Jules Petrencs, acct. exec.

McLOUTH STEEL CORP., 300 S. Livernois ave., Detroit 17, Mich. Hot and cold rolled stainless and carbon sheet and strip steel. M. A. Cudlip, pres. and treas.; Ivor Bryn, exec. vice-pres.; Louis E. Moultane, exec. vice-pres., sales and serv.; C. Thorne Murphy, vice-pres.-asst. secy.; C. E. Riley, vice-pres., spec. prod. sales; Greyson D. Baldwin, secy.-contr.; John A. Doelle, asst. secy.-asst. treas.; Harry O. Tieman, asst. treas.

McQUAY-NORRIS MFG. CO., 2320 Marconi ave., St. Louis 10, Mo. Piston rings, pistons, piston pins, pin bushings, expanders, set screws, lock rings, wet and dry cylinder sleeves, valves, valve guides, springs, keepers, bearings, shims, water pumps, parts, bolt and bushings, wheel suspension parts, under-chassis parts. A. J. Mummert, pres.; C. R. Wippern, exec. vice-pres. and dir. of sales; B. A. Yates, vice-pres., chge. of mfg.; R. F. Crom, vice-pres., chge. of Indianapolis div.; R. F. Jacobson, secy.-treas.; G. O. Stone, asst. secy.-treas.; R. S. Heidenheim, mgr., replacement sales; J. C. Taschler, mgr., ind. sales; Noble Hale, mgr., adv. and sales prom.; R. E. Rippley, asst. mgr., replacement sales; N. D. Saunders, asst. adv. mgr.; J. V. Casaani, dir. mkt. res.; D. M. Crimmins, pur. agt.; W. C. Knoebel, chf. prod. engr.; G. E. Leutwiler, chf. serv. engr. **Industrial Sales Reps.**—J. F. Dindorf, 2544 N. 86th st., Wauwatosa, Wis.; H. D. Reading, 19195 Cooley st., Detroit, Mich.; R. D. Wainwright, 1339 W. Big Bend rd., Kirkwood, Mo.; C. R. Hammer, 2443-17th st., Cuyahoga Falls, O. **Adv. Agcy.** — D'Arcy Adv. Co., St. Louis, Mo.

MECHANICS UNIVERSAL JOINT DIV., Borg-Warner Corp., 2020 Harrison ave., Rockford, Ill. Universal joints and propeller shafts for automobiles, trucks, tractors, farm machinery, industrial machinery and airplanes. F. W. Rickard, pres. and gen. mgr.; Fred M. Potgieter, vice-pres., sales.; W. L. Denniston, asst. gen. sales mgr.; W. J. Simpson, factory sales mgr.; L. C. Lindvahl, serv. mgr.; Charles E. Cooney jr., chf. engr.; E. O. Van Dusen, pur. agt.; C. W. Mason, secy. and comptr. **Det. Rep.** — C. R. Barrick, 7-234 General Motors bldg. **Adv. Agcy.**—W. A. Pitschke, 626 Garfield ave., Rockford, Ill.

MEIER BRASS & ALUMINUM CO., 1471 E. 9 Mile rd., Hazel Park, Mich. Aluminum, brass, bronze, copper, sheet, strip, rod, bar, tube, pipe, wire, extruded shapes, bearing bronze and tooling plate. Robert J. Meier, pres.; Louis Meier III, vice-pres.; Richard L. Meier, secy.; Courtland F. Carrier, sales mgr.;

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Who's Who in the Auto Industry

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R. M. Beck, product mgr., aluminum; Marvin C. Hannenberg, pur. agt.

MERCURY DIV., Ford Motor Co., 3000 Schaefer rd., Dearborn, Mich. Mercury passenger cars. F. C. Reith, vice-pres. and gen. mgr.; W. M. Grimes, mgr. of mdse. and prod. planning; P. F. Lorenz, exec. asst. to gen. mgr.; S. M. Vass, div. contr.; G. S. Coats, gen. mktg. mgr.; C. E. Bowie, sales mgr.; H. C. MacDonald, chf. engr.; C. S. Brown, gen. pur. agt.; D. J. Bracken, gen. mfg. mgr.; G. L. Walker, ind. rel. mgr.; W. A. Maharry, pub. rel. mgr.

MERCURY ELECTRIC CORP., 719 Wyandotte, Kansas City 6, Mo. A.C. arc welders, battery testers, cell testers, battery chargers, metal bonders, volt-amp testers. Edward C. Nickles, pres., gen. mgr.

MERITSEAL, INC., 2 Depot Plaza, White Plains, N. Y. Advertising services, public relations agency, newspaper mat service, consumer research. Customer surveys with analysis and customer follow up system. Edward R. Fiske, pres.; Edward G. O'Brien, vice-pres.; Woodrow E. Christiansen, secy.-treas.

MERIX CHEMICAL CO., 1021 E. 55th st., Chicago 15, Ill. Anti-static for nylon fabrics and plastic parts, cleaner "Wipe" for plastics, "Super Chrome-Sheen," anti-fog for windshields, anti-freeze for windshields, de-staticizer/cleaner for seatcovers. Eric O. Sonneman, gen. mgr., sales mgr.; Kurt Sonnemann, adv. mgr.; E. Arshack, pur. agt.

MERLITE INDUSTRIES, 114 East 32nd st., New York 16, N. Y. Presto "C.B." fire extinguisher. Lewis Wessel, pres.; Alvin Meyer, secy.-treas.; James Brucks, vice-pres.; Edward Finkelstein, sales mgr. **Adv. Agcy.**—Harry Schneiderman, Co., Chicago, Ill.

METAL ARTS CO., INC., 742 Portland ave., Rochester 21, N. Y. Name plates, advertising specialties, service and safety awards. Charles Jack, pres.; Russell Jack, vice-pres.; John L. Jack, treas.; Robert L. Jack, plant super.; Charles W. Jack, sales mgr.-secy.; James A. Palmer, pur. agt. **Adv. Agcy.**—Hutchins Advertising Agency, Rochester, N. Y.

METAL AND THERMIT CORP., 100 E. 42nd st., New York 17, N. Y. Chromium plating processes and equipment, protective coatings and finishes, welding supplies and equipment. H. E. Martin, pres.; H. D. McLeese, vice-pres.; J. A. Williams, adv. mgr.; J. K. Parks, pur. agt. **Adv. Agcy.**—Mansteller, Richard, Gebhandt and Reed, New York, N. Y. S. Wildfein, acct. exec.—RAF Advertising, New York, N. Y. R. Fibelkorn, acct. exec.

METALLURGICAL PRODUCTS DEPT., General Electric Co., 11177 E. Eight Mile rd., Detroit 32, Mich. Cemented carbides, tools, dies, masonry drills, wear parts, coal mining tools, Alnico permanent magnets, series 600 chrome carbides, bevimet thermistors, thyrite varistors, vacuum melted metals. K. R. Beardslee, gen. mgr.; G. M. Hartley, mgr. (marketing); F. M. Mansfield, mgr. (product planning); P. J. Jensen, mgr. (manufacturing); E. A. Turner, mgr. (finance); F. J. Staroba, mgr. (cutting tool sales); J. W. Mason, mgr. (adv. and sales prom.); J. S. Gillespie, mgr. (engrg.). **Adv. Agcy.** — Brooke, Smith, French & Dorrance, Inc., Detroit. L. Grant Hamilton, acct. exec.

METROPOLITAN DIVISION, American Motors Corp., 14250 Plymouth rd., Detroit 32, Mich. (See AMERICAN MOTORS CORP. listing).

MEYER PRODUCTS, INC., 3599 East 82nd st., Cleveland 5, O. Snow plows for jeeps, trucks, tractors, and others, electrolifts. D. T. Meyer, pres.; E. T. Meyer, vice-pres., gen. mgr.; W. W. King, sales mgr. **Adv. Agcy.**—Penn & Hammaker, Bedford, O. Drew Stewart, acct. exec.

MEYERCORD CO., THE, 5323 W. Lake, Chicago 44, Ill. Decalcomania. L. H. Knopf, pres.; H. C. Castle, exec. vice-pres.; J. E. Sheehan, secy. and asst. treas.; A. O. Johnson, treas.; Tracy W. Novinger, sales mgr.; Ralph Royer, adv. mgr. **Adv. Agcy.**—Harry Schneiderman, Inc., Chicago, Ill. John Morgan, acct. exec.

MICHIGAN ACCOUNTING & TAX SERVICE, 1515 Ford bldg., Detroit 26, Mich. Accounting and tax service for dealers, preparation of monthly financial statements, guides for analyzing results of departments, and tax returns. **Det. Rep.**—Thomas J. Griffin, 1515 Ford bldg., Detroit 26, Mich.

MICHIGAN AUTOMOTIVE CORP., 2832 East Grand blvd., Detroit 11, Mich. Glass scratch remover kit, engineered automotive service products. Alfred Biernat, pres., treas.; Raymond L. Dick, secy.; Leland C. Scheel, gen. mgr.

MICHIGAN OVEN CO., 415 Brainard, Detroit 1, Mich. Industrial ovens. A. C. Towne jr., pres.; B. C. Smith, secy.; E. C. Herrington, vice-pres., treas.; LeRoy Gill, sales and adv. mgr.; L. W. Schroeder, pur. agt. **Det. Rep.**— R. W. Proctor, 415 Brainard. **Adv. Agcy.**—Holden, Chapin, LaRue, Detroit, Mich. Robert LaRue, acct. exec.

MICHIGAN PLATING AND STAMPING CO., 740 Ann st., N. W., Grand Rapids 2, Mich. Bumpers and bumper brackets. C. A. Woodhouse, pres.; S. W. Judd, vice-pres. and secy.; V. L. Green, treas.; J. DeVries, chief engr.; L. Esch, pur. agt.

MICHIGAN SEAMLESS TUBE CO., South Lyon, Mich. Cold drawn seamless steel tubing. Wm. A. McHattie, pres.; R. A. Armstrong, exec. vice-pres.; Robert S. Waugh, secy.; L. L. Walker, vice-pres. and treas.; Walter B. Baisch, vice-pres. in chge. of operations; S. H. Thomson, sales mgr.; L. E. Robinson, chief engr.; Wm. G. Troy, pur. agt. **Det. Rep.** — L. P. Andrews, 701 Stephenson bldg., Detroit 2, Mich.

MICHIGAN STEEL TUBE PRODUCTS CO., 9450 Buffalo st., Detroit 12, Mich. Electric resistance welded steel tubing, fabricate tubing for following articles: automobile exhaust pipes, mufflers, tail pipes, propeller shafts, steering jackets, gas tank filler pipes. Charles E. Miller, pres., gen. mgr.; George L. Miller, vice-pres., adv. mgr.; H. Beardsley, vice-pres. in, chge. of oper.; Harry J. Lonegway, secy.-treas.; Martin Deane, chief engr.; John H. Roehm, mgr. of sales; J. Walton, pur. agt. **Det. Rep.**—John A. Smith, 9450 Buffalo st. **Adv. Agcy.**—Alfred Caldwell, Detroit, Mich.

MICHIGAN TOOL CO., 7171 E. McNichols rd., Detroit 12, Mich. Gear shaving machines, lapping machines, shaving cutters, hobbing machines, checking machines, shaper cutters, shear-speed gear shapers, gear hobs, milling cutters, roto-flo spline rollers. O. L. Bard, chmn.; M. R. Anderson, pres.; J. C. Drader, A. D. Moncrieff, vice-presidents; W. H. Holt, treas.; P. F. Zerkle, sales mgr.; C. E. Scott, plant mgr.; R. S. Hildreth, chf. engr.; J. Plumb, pur. agt.; Harold S. Atherton, adv. mgr. **Adv. Agcy.**—Denham & Co., Detroit, Mich.

MICH-I-PENN OIL & GREASE CO., 6135 Linsdale ave., Detroit 4, Mich. Motor oils and greases. Earl H. Bohnsack, pres., sales mgr.; Edward A. Myers, vice-pres.; John F. McCleod, secy., gen. mgr.; Carl T. Cleven, treas.

MICRO MOISTURE CONTROLS, INC., 22 Jericho Turnpike, Mineola, N. Y. Weatherzone portable air climatizer, weather guard, marine guard, sub-contractor on electronic components, harnesses and chassis assembly. Louis Levin, pres.; Richard Whatham, sales dir.; John Murano, gen. mgr.; John Alogna, adv. and sales prom. mgr. **Adv. Agcy.** — Gamut Advertising, Mineola, N. Y.

MICROMATIC HONE CORP., 8100 Schoolcraft ave., Detroit 38, Mich. Honing machines, tools, fixtures and parts; abrasives. Kirke W. Connor, pres.; Don S. Connor, vice-pres. and gen. mgr.; Gerald Carlisle, treas.; Paul E. Curran, secy.; A. Kowalski, factory mgr.; Farrel B. Weber, sales mgr.; W. J. Pinkerton, vice-pres., chge. of mfg.; M. P. Ellis, dir. adv. & sales prom.; W. H. Harris jr., vice-pres., asst. gen. mgr.; R. W. Gauss, pur. agt. **Adv. Agcy.**—Gray & Kilgore, Detroit.

MIDLAND STEEL PRODUCTS CO., THE, Madison ave. & W. 106th sts., Cleveland 1, O.; 6660 Mt. Elliott ave., Detroit, Mich.; 490 S. Chestnut st., Owosso, Mich. Automobile frames for passenger cars, trucks and trailers; axle housings for passenger cars; heavy, medium and light stampings; weld nuts; conduits; power brake equipment for passenger cars; air brakes and vacuum brakes for trucks, buses and trailers; door operating equipment for buses; crane and shovel air controls. W. A. McKinley, chmn. of bd.; W. N. Harris, pres.; C. W. Elliott, vice-pres. ind. and pub. rel.; W. E. Hornig, treas.; J. W. Reavis, secy.; H. E. Lemmerman, steel pur. mgr.; Cleveland Div.: K. F. Ode, vice-pres., gen. mgr.; A. W. Luedtke, div. mfg. mgr.; P. A. Lestock, div. ind. rel. mgr.; R. Newby, div. sales mgr. Detroit Div.; W. C. MacFarlane jr., vice-pres., gen. mgr.; C. E. Whitney, div. mfg. mgr.; J. J. Perry, div. ind. rel. mgr.; I. R. Dedow, div. dir. of pur.; E. C. Lang, sales mgr. Owosso Div.: D. E. Walbert, vice-pres., gen. mgr.; J. R. Almond, vice-pres. power equip. engrg.; C. F. Burke, div. mfg. mgr.; T. G. Brichze, div. ind. rel. mgr.; J. G. Arnold, div. dir. of pur.; H. E. Schach, sales mgr. **Adv. Agcy.**—The Allman Co., Free Press bldg., Detroit 26, Mich.

MID STATES WELDER MANUFACTURING CO., 6025 S. Ashland ave., Chicago 36, Ill. Transformer type AC arcwelders, transformer type DC rectifier arcwelders, portable spotwelders — hyfrequency arc stabilizers. W. W. Jetter, pres., gen. mgr. and chief engr.; J. W. Jetter, vice-pres., sales and adv. mgr.; H. J. Cleys, secy.-treas.; George Cross, works mgr.; O. E. Fenske, jr., asst. sales mgr. **Adv. Agcy.**—Schnell & Associates, Chicago, Ill.

MID WEST BODY & MFG. DIV., Paris, Ill. Farm truck bodies, stake bodies, van panel bodies, automotive stampings and dimensional lumber. E. S. Grumbache, gen. mgr.; G. B. Harvey and S. C. Japinga, works mgrs.; S. Q. Larsen, chief engr.; C. E. Ashley, sales mgr.; C. H. Labounty, pur. agt. **Adv. Agcy.**—Biddle & Company, Bloomington, Ill. John Reinhard, acct. exec.

MIDWEST GENERAL CORP., 440 E. Jefferson ave., Detroit 26, Mich. Rubber carpet for automobiles, rubber cement, windshield washers and windshield washer solvent, bug deflectors, hood ornaments, wool polishing discs. S. S. Livingstone, pres.; Grant Armstrong, vice-pres.; F. E. Lester, secy. and treas.; Thomas L. Hibbard, chief engr.; Edward Davidson, pub. rel. mgr. **Adv. Agcy.**—Claude E. Whipple, Detroit, Mich. Edward Davidson, acct. exec.

MIDWEST PRODUCTS & MFG. CO., 33275 Groesbeck hwy., Fraser, Mich. Metal stampings, painting, enameling and assembly, including spot and arc welding and riveting. Benjamen Virga, pres.; Anthony Lombardi, vice-pres.; Peter

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Sergolin, secy. and works mgr.; Edwin C. Hindelang, treas. and gen. mgr.; Arthur Thibodeau, asst. works mgr.; Harold V. Rydberg, chief engr.

MID-WESTERN INDUSTRIES, INC., 1009 South West st., Wichita 15, Kans. Earth moving and materials handling, light & medium industrial equipment, tractor mounted and truck mounted. C. J. Davis, pres., gen mgr.; Robert Jordan, vice-pres.; C. Z. Gillum, secy.; Loren Hill, treas.; Ben Carpenter, works mgr.; E. W. Davis, sales-adv. mgr.; Jim Dreiling, asst. sales; Milton Tuell, sls. prom. & pub. rel. mgr.; J. I. Michaels, chief engr.; Roy Bartles, pur. agt.; Jack Menoher, serv., parts & acc. mgr.; Pat Reeves, traffic mgr. **Adv. Agcy.** — Associated Advertising Agency, Wichita, Kansas. Preston Huston, acct. exec.

MILEY CO., INC., L. J., 18 S. Sangamon st., Chicago 7, Ill. Brake lining, brake shoes. E. G. Jacobs, pres.; Myrle H. Miley, chmn. of bd.; Ted Allen, gen. sales mgr.; Walter Sommers, secy.; Jim Farley, plant supt.; Henry Nolte, pur. agt.

MILFORD CRANE & MACHINE CO., INC., 143 Buckingham ave., Milford, Conn. Milford dual service truck with dual front axle, two-way cab and special frame, designed to carry a crane and a load. Made in two sizes: 33,000 G.V.W. and 48,000 G.V.W. J. W. Wunsch, pres.; Donald J. Moffat, vice-pres. and gen. mgr.; Samuel Wunsch, secy. and treas.; E. Jacoby, adv. and sales prom. mgr. **Adv. Agcy.** — Harry Hurst Adv., New York, N. Y.

MILLER MFG. CO., Sales Off., 5019 Tireman ave., Detroit 4, Mich. Mfg. plant, Rockhill rd., Alliance, O. Special service tools and equipment, car-top luggage carriers. J. W. McDougal, pres. and gen. mgr.; E. J. Wright, vice-pres. and sales mgr.; W. J. Griffin, secy.; O. H. Morton, treas.; L. W. Van Kempen, export sales mgr.; R. Huston, chf. engr.; George Clayton, pur. agt. **Adv. Agcy.**—Frederick L. Lawrence, Fox Theater bldg., Detroit, Mich.

MILLER-METEOR MOTOR CAR DIV., Wayne Works, Inc., Bellafontaine, O. Funeral coaches and ambulances. Harvey J. Morse, vice-pres. and div. mgr.; L. L. Robb, sales mgr.; Albert H. Walker, chief engr.; Dudley F. Starr, adv. and sales prom. mgr.; Arthur L. Rettig, Robert Rossiter, asst. sales mgrs.; Vern Allen, production mgr.; Ward Routson, material control mgr.; Robert F. Hilbert, off. mgr.; James Loehr, mgr. of pur. **Adv. Agcy.** — Ruben Advertising Agency, 966 North Meridian st., Indianapolis, Ind.

MILWAUKEE ELECTRIC TOOL CORP., 5316 W. State st., Milwaukee 8, Wis. Portable electric and pneumatic tools. A. F. Siebert, pres.; L. H. Erickson, vice-pres. and works mgr.; R. L. Siebert, gen. mgr., secy.-treas.; G. Heaston, sales mgr.; A. A. Meyers, adv. mgr.; A. Bucholz, serv., parts and prod. mgr.; E. W. Ristow, chief engr.; Louis Fix, pur. agt. Det. Rep.—F. Freeman, 1627 W. Fort st., Detroit, Mich. **Adv. Agcy.** — Paulson-Gerlach Assoc., Inc., Milwaukee, Wis. Harry Adams, acct. exec.

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MINIT-MAN, INC., 501 East Ten Mile rd., Royal Oak, Mich. Minit-Man automatic car washers. Leo J. Rousseau, pres. and gen. mgr.; E. J. Rousseau, secy.; R. J. Rousseau, treas. **Adv. Agcy.**—Active Associates, Detroit, Mich. E. E. Cloutier, acct. exec.

MINNESOTA AUTOMOTIVE INC., 1101 N. Front st., Mankato, Minn. Mico power brake cylinder brake lock, No Creep, roll stop, front brake control, No Stuk. I. B. Chandler, vice-pres., plant mgr.; G. J. McGrath, gen. sales mgr. **Det. Rep.**—F. Lynch, 24630 Northwestern hwy., Detroit, Mich. **Adv. Agcy.**—Wm. L. Baxter, Advertising, 24 S. Sixth st., Minneapolis, Minn. Wm. L. Baxter, acct. exec.

MINNESOTA MINING & MFG. CO., 900 Fauquier ave., St. Paul 6, Minn. Industrial coated abrasives; flint and emery coated abrasives; masking, electrical and other industrial pressure-sensitive tapes; adhesives; rubberized protective coating; masking paper; apron taper; fiber packing; reflective sheeting; pigments. William L. McKnight, chmn. of bd.; A. G. Bush, chmn. exec. comm.; H. P. Buetow, pres.; L. A. Hatch, vice-pres. and coordinator res. and new prod. dev.; G. H. Halpin, exec. vice-pres. for sales; L. F. Weyand, (tape and adhesive div.), Bert S. Cross (Scotchlite), Joseph C. Duke (coated abrasives and related prod.); Arthur E. Eggert (pub. rel.), Lyle H. Fisher (pers. admn.), C. P. Pesek, (engrg.), (prod.), vice-presidents; Charles O. Moosbrugger; adv. dir.; B. B. Countryman, pur. dir.; Frank O'Neill, traf. mgr. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, Minneapolis, Minn. R. C. Lamb, acct. exec., MacManus, John and Adams, Bloomfield Hills, Mich. W. E. Everson, R. L. Garrison, acct. execs.

MINNESOTA MINING and MFG. CO., Adhesives and Coatings Div., 411 Piquette, Detroit 2, Mich. Adhesives: trim, upholstery weatherstrip; coatings: protective, sound deadening, underbody; sealers: extruded, bulk, windshield, caulking compounds. Herbert P. Buetow, pres.; Louis F. Weyand, exec. vice-pres.; Charles W. Walton, gen. mgr.; Charles A. Kelley, sales mgr.; Richard P. Shelley, automotive sales mgr.; Geo. W. Crain, adv. coordinator; F. W Fischer, pur. agt.; F. C. Wilcox, traf. mgr. **Adv. Agcy.**—MacManus, John and Adams, Bloomfield Hills, Mich. Milner Thom, acct. exec.

MIRACLE POWER DIV. of the AP Parts Corp., 1801 Spielbusch, Toledo 1, O. Miracle Power, super lubricant containing colloidal synthetic graphite; dgf-123 (preassembly lubricant). R. G. Rule, pres.; Ted Ulmer, vice-pres. in chge. of sales, and adv.; H. E. Bremforder, treas.; H. C. Stivers, sales mgr.; John Nopper, aviation sales mgr.; Jerry Snett, ind. sales mgr.; Albert Joseph, adv. mgr.; J. C. Miller, chief engr.; B. W. Lang, vice-pres., and dir. pur.; A. J. Sawicki, traf. mgr. **Det. Rep.**—Wm. Kerr, 920 N. Edison st., Royal Oak, Mich. **Adv. Agcy.** — Gray & Rogers, Philadelphia, Pa. Sherman Landers, acct. exec.

MIRO-FLEX CO., INC., 1824 E. 2nd st., Wichita 7, Kans. Reflector flares stop and tail lamps, rear vision mirrors, directional lamps, clearance lamps, spot reflectors. H. N. Carver, pres., gen. mgr.; C. A. Clarke, vice-pres., sales, adv. and sales prom. mgr.; George T. Harkins, secy. and chief engr.; E. V. Hadley, treas.; D. D. Fleming, works mgr. **Det. Rep.**—A. T. Kalman, 715 E. Lincoln ave., Royal Oak, Mich. **Adv. Agcy.**—Associated Advertising Agency, Wichita, Kans. Preston Huston, acct. exec.

MIRROR BRIGHT POLISH CO., 365 N. Altadena dr., Pasadena, Calif. Automobile polish. Maurice W. Meguiar, partner-sales; Malcolm F. Meguiar, partner-personnel; Kenneth D. Meguiar, partner-production. **Det. Rep.**—Mirror Glaze Distributors of Mich., 115 E. Ten Mile rd., Royal Oak, Mich. **Adv. Agcy.**—Edwards Agency, Los Angeles, Calif.

MITCHELL, JOHN E., CO., 3800 Commerce st., Dallas 21, Tex. Automotive air conditioners. John E. Mitchell jr., pres.; Orville Mitchell, vice-pres.; Donald F. Mitchell, vice-pres., sales and adv. mgr.; G. R. Hollingsworth, secy., gen. mgr.; Orville Mitchell jr., treas.; Richard L. Roden, works mgr.; Edd Huff, serv. mgr.; R. V. Anderson, chief engr. **Det. Rep.**—Lester D. Moss, 18450 Livernois ave., Detroit 21, Mich. **Adv. Agcy.**—Taylor-Norsworthy, Inc., Dallas, Tex. Melville M. Mercer, acct. exec.

MITCHELL-BENTLEY CORP., THE, Ionia, Mich. Plant No. 1: Ionia Mfg. Co., Ionia, Mich. Estate wagon bodies, automotive trim, automotive bodies, transportation seating, public seating, industrial canvas sewing. Plant No. 2: Owosso Mfg. Co., Owosso, Mich. Automotive trim, public seating, transportation seating. Don R. Mitchell, pres., gen. mgr.; Calvin P. Bentley, chmn. of bd.; Wm. F. Mitchell, exec. vice-pres.; H. Kirk White, vice-pres.; Arthur E. Brown, secy. and treas.; James Chapman, pub. rel. mgr.; James H. Dignan, gen. sales mgr.; Harvey P. Claus, dir. of pur.; George Macfarlane, exec. chief engr. **Adv. Agcy.**—Brindley-Roth, Inc., Detroit, Mich. R. Benton Brindley, acct. exec.

MOBAY CHEMICAL CO., 1901 S. 2nd st., St. Louis 4, Mo. Isocyanates and polyester resins used in the manufacture of flexible and rigid urethane foams, elastomers, surface coatings and adhesives. David L. Eynon jr., pres.; A. M. Gamassmer, vice-pres.; John A. McNiff, secy.; John C. Warner, treas.; Donald J. Miller (plant) mgr.; J. D. Mahoney, sales mgr.; M. G. Snyder, adv. and pub. rel. mgr.; James M. Sears jr., serv. mgr.; Herman N. Woebcke, chief engr.; Carl C. Svoboda, pur. agt.; Charles H. Wagner, traf. mgr. **Det. Rep.**—Philip J. Lowry, 2346 Grant ave., Cuyahoga Falls, O. **Adv. Agcy.**—Smith, Taylor & Jenkins, Inc., Pittsburgh, Pa. William C. Sutherland, acct. exec.

MOBIL-AIRE MFG. CO., P. O. Box 122, Denison, Tex. Under dash auto air conditioner. WethR-matic trunk type auto air conditioner. Bruce A. Tankel, managing partner; Melvin W. Jackson, partner; Fred H. Lockwood, sales mgr.; Lonnie W. Wilson, asst. sales mgr.; John Bivings, chief engr. **Adv. Agcy.**—Couchman Advertising Co., Dallas, Tex. Mitch Lewis, acct. exec.

MOBILE BUMPER, INC., 2701-3 Roosevelt ave., Indianapolis, Ind. Truck bumpers, battery powered winches, push guards and truck accessories. E. B. Broberg, gen. mgr.; Loras R. Clary, supt. of shipping; Barney Deck, prod. mgr. **Adv. Agcy.**—Brand Printing, 120 S. Delaware st., Indianapolis, Ind.

MOBILE DRILLING, INC., 960 N. Pennsylvania st., Indianapolis 4, Ind. Drilling equipment operated from power take-off of vehicle for general soil testing, core drilling, utility work, contractors, sand and gravel, road construction, foundation work. George E. Dickinson, pres.; Irene Gray, off. mgr.; Donald R. Hale, pur. agt.; Bradley A. Mullens, plt. mgr. **Adv. Agcy.**—LaGrange & Garrison, 30 E. Georgia st., Indianapolis, Ind.

MOC PRODUCTS CO., INC., 6812 San Fernando rd., Glendale 1, Calif. Motor oil conditioner, gum and varnish remover, transmission oil, gasoline additive. Robert J. Venerable, pres., gen. mgr., treas., and chief engr.; Harold E. Moody, secy.; Robert F. Crust, gen. sales mgr. and pub. rel. off.; Ludwig A. Kubasak, asst. sales mgr.; Helen J. Becker, head bookkeeper. **Adv. Agcy.**—Shackelford Advertising Agency, Glendale, Calif.

MOCAR PRODUCTS CO., 7636 S. Telegraph rd.; P. O. Box 6037, Dearborn, Mich. Material handling hooks, carriers, sheet metal and light structural fabrications. Walker C. Morrow, pres.; Arthur O. Chism, works mgr.; Harry A. Lawrence, sales mgr.

MODERN ACCESSORIES CO., 1526 Scott blvd., Covington, Ky. Arm rest covers, kick pads and safety belts. Walter Broker prop. **Adv. Agcy.**—S. C. Baer Co., Times-Star Tower, Cincinnati, O.

MODERN AUTO LEASING CORP., 1330 Belmont ave., Philadelphia 4, Pa. Car and truck leasing. David T. Robinson, pres.; Paul M. Minnich, vice-pres., gen. mgr.; Laura M. Nugent, serv. mgr.; Arthur Schear, traf. mgr.

MODERN DISPLAYS, INC., 13271 Mt. Elliott, Detroit 12, Mich. Point-of-purchase displays for parts and accessories, tool boards, service and safety promotion programs for automotive industry. R. D. Van Houten, pres. and gen. mgr.; B. J. Curran, man. dir., secy.; J. F. Jackson, pur. agt.

MODERN MACHINE TOOL CO., 2005 Losey ave., Jackson, Mich. Cutting-off machines for tubing, rod and pipe; safety drill tables. W. G. Walker, pres.; H. G. Walker, vice-pres.; B. H. Walker, secy.-treas.

MODERN SELLING METHODS, INC., P. O. Box 666, Louisville, Ky. New and used car order pads, salesman's prospect book, salesman's daily-reports and salesman's used car inventory reports, used car control system, "Let's-Trade" proposals, Fair-appraisal forms, estimate of necessary-repairs, applications for credit. Ben F. Long, pres., gen. mgr.; D. G. Adams, secy.-treas. **Adv. Agcy.** — Mullican Co., Louisville, Ky. Howard Perry, acct. exec.

MODINE MFG. CO., Racine, Wis. Engine cooling radiators, oil coolers, heat exchangers, aftercoolers, unit heaters, convector radiators, heating and cooling coils, air conditioners. A. B. Modine, chmn. of bd.; C. T. Perkins, pres.; G. H. Jackson, vice-pres. in chge. of mfg.; A. G. Rutherford, secy.-treas.; C. C. Wilson, gen. sales mgr.; W. J. Burke, automotive sales mgr.; O. E. Desmond, heating sales mgr.; M. J. Druse, dir. adv. and pub. rel.; A. L. Junion, serv. mgr.; W. R. McMahon, chief engr., heating div.; T. B. Anderson, pur. agt.; R. C. Verhaeghe, chief engr., automotive div.

MOHASCO INDUSTRIES, INC., Amsterdam, N. Y. Divisions: Mohawk Carpet Mills and Alexander Smith Co. Manufacturers of woven and tufted rugs and carpets; automotive carpets. Herbert L. Shuttleworth II, pres.; W. T. Windle, treas.; G. G. Koller, direct sales mgr. **Det. Rep.**—NAFI, 19925 Hoover ave., Detroit, Mich.

MOHAWK RUBBER CO., 1235 Second ave., Akron 5, O. Passenger and truck tires, tread rubber, repair materials. R. E. Bloch, chmn. of bd.; H. M. Fawcett, pres., gen. mgr.; C. E. Sauvain, vice-pres.; W. T. Ernst, secy., treas.; T. C. Johnson, sales mgr.; W. F. Irvin, adv. mgr.; R. Brinkley, serv. mgr.; W. M. Nonnamaker, chief engr.; J. R. Brock, pur. agt.; C. Baker, traf. mgr. **Adv. Agcy.**—Carr-Liggett, Cleveland, O. E. J. Howe, acct. exec.

MOLD-CRAFT, INC., 100 Lake st., Port Washington, Wis. Rubber compound display products, custom-made point-of-sale pieces. A. C. Krueger, pres.; Thomas L. Donley vice-pres., gen. mgr.; Robert O'-Halloran, secy.-treas.; Clarence Porath, pur. agt. and traf. mgr.

MOLINE TOOL CO., 102 20th st., Moline, Ill. Multiple spindle straight line and universal joint drilling and tapping machines; multiple and single spindle cylinder boring machines, multiple and single spindle honing machines and hones; special milling equipment; horizontal way type drilling, boring, reaming and tapping machines; special machines in general for drilling, boring, tapping and honing. C. R. Rosborough, pres. and gen. mgr.; O. R. Reller, vice-pres.; W. C. Rosborough, asst. gen. mgr., vice-pres., treas.; J. B. Rosborough, vice-pres.; J. R. Rosborough, secy. and gen. counsel; Doris H. Eckstrom, asst. secy.; R. G. Martensen, pur. agt.; C. E. Parkhurst, chief engr.; R. H. Bergstrand, chief design engr. **Det. Rep.**—Motch & Merryweather Machinery Co., 23520 Woodward ave., Ferndale 20, Mich. **Adv. Agcy.**—Ross Llewellyn, Inc., Chicago, Ill.

MOLY MOTOR PRODUCTS CORP., 314 Scholes st., Brooklyn 6, N. Y. Grease concentrate and motor oil additive for passenger cars and trucks. George J. Seedman, pres.; S. Fox, secy. and treas.

MONARCH GOVERNOR CO., 2800 Tyler rd., Willow Run, Mich. Engine governors, automobile accessories, small die castings, stampings and assemblies. J. W. Anderson jr., pres.; S. W. Anderson, vice-pres.; John Ottati, vice-pres. and gen. mgr.; A. S. Anderson, secy.-treas.

MONARCH RUBBER CO., 100 Lincoln Park, Hartville, O. Molded mechanical rubber goods including weatherstrips, pads, rubber to metal parts, etc., solid and cushion press-on industrial tires, cured-on industrial tires. R. M. Fawcett, pres.; R. J. Himmelright jr., vice-pres.; R. F. Simpson, vice-pres., works mgr.; H. K. Ashley, treas. and pur. agt.; R. E. Schreiber, sales mgr.; W. H. Filter, J. W. Cross, reg. sales mgrs.; E. F. Kinsley, serv. mgr.; Herman S. Church, chief engr.; J. Yoder, traf. mgr.; R. I. Smith, plant supt. **Det. Branch Off.:** Wm. Crittenden, Arthur Dodge, P. J. Dunn, 7-258 General Motors bldg. **Adv. Agcy.** — Penn and Hamaker, Bedford, O. L. S. Hamaker jr. and Edwin Penn, acct. execs.

MONDAK PRODUCTS CO., INC., 5758 W. Armitage ave., Chicago 39, Ill. Automobile booster equipment. Paul Berndt, pres.; Georgia Lloyd, secy. **Det. Rep.**—F. W. Hammond, 315 Ravenna blvd., Ann Arbor, Mich.

MONROE AUTO EQUIPMENT CO., E. First st., Monroe, Mich. Hydraulic shock absorbers, hydraulic easy-riding seats for tractors, trucks and military vehicles; sway bars; torsion bars, hydraulic lifts; molded rubber products, direct acting hydraulic power steering. Brouwer D. McIntyre, pres.; Wm. D. McIntyre, exec. vice-pres. and gen. mgr.; C. S. McIntyre, exec. vice-pres., chge. of sales and secy.; George M. Streicher, asst. to pres., works mgr.; J. E. Bickel, mdse. mgr.; Walter Nash, sales mgr., shock absorber div.; W. H. Clark, power steering sales mgr. and serv. mgr.; A. A. Ballantyne, adv. and sales prom. mgr.; C. J. Smith, vice-pres., chief engr.; G. J. Henrich, vice-pres. and pur. dir. **Adv. Agcy.** — The Aitkin-Kynett Co., 1400 S. Penn Sq., Philadelphia, Pa.

MONROE STANDARD, INC., 217-229 Wyandot bldg., Galion, O. Low air pressure warning signals, low vacuum warning signals (either with mechanical arm, or with red light), moisture ejectors for clean dry air and circuit switches to disconnect generator and battery, push pull-drain valves. E. P. Monroe jr., pres.; C. S. Schuler, gen. mgr.

MONSANTO CHEMICAL CO., (Plastics div.) Springfield 2, Mass. Vinyl butyral film, styrene compound and resin, vinyl chloride resin and film, melamine surface coating resins, urea, phenolic, melamine and resorcinol resins, polyethylene compound. R. K. Mueller, gen. mgr.; J. C. Garrels, Chas. Lichtenberg, asst. gen. mgrs.; R. C. Evans, dir. of mktg.; E. L. Hobson, dir. of sales, plastic products; R. T. Clark, dir. of sales, raw materials; C. L. Jones, dir. of sales, resin products; E. D. Kennedy, adv. and sales prom. mgr.; F. W. Meuschke, G. Gross, asst. adv. and sales prom. mgrs.; J. S. Miller, mgr., automotive sales; H. W. Mohrman, dir. of research; R. G. Fordyce, dir. of product dev. and tech. serv.; C. E. Pfeifer, H. K. Eckert, dirs. of mfg.; J. P. Skehan, dir. of field oprns.; W. B. Daume, per. dir. **Adv. Agcy.**—Needham, Louis & Brorby, New York, N. Y. F. A. Mitchell, acct. exec.

MONTPELIER MFG. CO., Montpelier, O. Motor vehicle conversions, urban panel and house-to-house delivery bodies. H. A. Schwartz, pres.; M. H. Schwartz, vice-pres.; G. L. Hill, vice-pres.; John C. Rundell, sales mgr.; R. C. Kunkle, asst. sales mgr.; Kenneth Harman, chief engr.; Robert Treer, pur. agt.; K. M. Bradley, works mgr.

MOOG INDUSTRIES, INC., 6565 Wells, St. Louis 14, Mo. Leaf springs, piston rings, coil action parts, coil springs and related parts. H. P. Moog, chmn. of bd.; H. C. Moog, pres.; H. M. Ramel, vice-pres.; J. B. Bushyhead, vice-pres. of sales; A. M. Goetz, secy.-treas.; C. L. Cadwell, asst. secy.; Wm. Schublein, chief engr.; John Wehrheim, asst. adv. mgr.; E. C. Gieseking, pur. agt.; Philip F. Trembot, spec. sales mgr.; M. Meyer, traf. mgr. **Det. Rep.**—William Eckard, 18642 Lancashire ave. **Adv. Agcy.** — Winius-Brandon Co., 1706 Olive st., St. Louis, Mo.

MOORE & CO., SAMUEL, Main and Orchard, Mantua, O. Caulks, sealers, adhesives, rubber matting, rubber step plates, plastic coated tubing. Samuel D. Moore, pres.; Frank H. Olton, vice-pres.; King E. Fauver, secy.; Arthur B. Briggs, treas.; Bradford Burnham, sales mgr.; R. E. Brumbach, chief engr.; Robert Thomas, pub. rel. mgr. **Adv. Agcy.**—Palm & Patterson.

MOORE BUSINESS FORMS, INC., 900 Buffalo ave., Niagara Falls, N. Y. Registers and register forms, W-2 forms, payroll and repair order forms, statements, receipt books, gas and oil sales book forms, ledger cards. W. L. Eggert, vice-pres. and gen. mgr.; E. N. Vanstone, compt.; D. W. Barr, gen. sales mgr.; R. J. O'Brien, gen. prod. mgr.; Melvin Wahl, adv. and sales prom. mgr. **Det. Rep.**—G. E. Touchton, 3049 E. Grand blvd. **Adv. Agcy.**—N. W. Ayer & Son, New York, N. Y.

MORAINE PRODUCTS DIV., General Motors Corp., 1420 Wisconsin blvd., Dayton 1, O. Hydraulic brake controls, brake assemblies, hydraulic brake fluids, engine bearings, powder metal products, friction plates for automatic transmissions, metallic filter media, rolled bronze products. C. J. Werner, gen. mgr.; H. J. Houck, plant mgr.; R. O. Yost, gen. sales mgr.; F. J. Markey, auto. sales mgr.; C. T. Sillin, serv. sales mgr.; H. D. Glass, adv. mgr.; dir. of sales tech.; E. S. Moyer, chief engr.; N. L. Gebhart, dir. of pur.; P. Boorom, asst.; J. O. Faris, traf. mgr.; R. R. Rogers, compt.; W. E. Taylor, pub rel. mgr. **Adv. Agcy.**—Campbell-Ewald Co., Detroit, Mich. M. C. Miller, acct. exec.

MORCO, INC., 22201 Aurora rd., Bedford, O. Reconditioning crankshafts. F. H. Pettay, pres.; M. J. Hoke, vice-pres.; D. F. Clark, gen. mgr.; F. B. Loeffler, sales mgr.; Peter Myello, supt.; Peter F. Mantz, prod. mgr.; A. Kozar, acct. & office mgr.; Harold H. Crews, Texas rep. **Adv. Agcy.**—Carr Liggett, Cleveland, O.

MORRISON STEEL PRODUCTS, INC., 601 Amherst st., Buffalo 7, N. Y. Metal stampings for trucks, automotive and general use; utility truck bodies and accessories; warm air forced draft and gravity, gas and oil fired furnaces, air conditioning (trade name: "Mor-Sun"); sectional steel overhead garage doors (trade name: "Roly Door"); S. Morrison, pres. (gen. sales mgr.); I. Morrison (mfg.); A. J. Harsch (engr.); M. J.

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Who's Who in the Auto Industry

(Continued from Page 242)

Kohnstamm (adv.), vice-presidents; C. O. Rainey, secy.-treas.; George Earl, sales mgr., "Morrison Service Bodies" div.; Walter E. Duffy, sales mgr., Heating and Air Conditioning div.; Edward B. Simmons, sales mgr., "Roly Door" div.; A. B. Savanyu, pur. agt.; J. Johnstone, traf. mgr. Adv. Agcy.—Comstock & Co., Buffalo, N. Y.

MORSE CHAIN CO., A Borg-Warner Industry, Ithaca, N. Y., Detroit, Mich., and Simcoe, Ontario. Timing chains, sprockets, roller chain and sprockets, flexible couplings. S. J. Roush, pres. and gen. mgr.; R. O. Bass, exec. vice-pres. and asst. gen. mgr.; J. V. Moynes, vice-pres., sales; J. Nail Candler, vice-pres., Detroit plant; M. V. Bailliere jr., secy.-treas.; T. A. Fowler, automotive sales rep.; J. R. Mueller, vice-pres., engrg.; S. J. Morris, pur. agt. **Adv. Agcy.** — Brooke, Smith, French & Dorrance, Detroit, Mich.

MORTELL CO., J. W., 550 N. Hobble ave., Kankakee, Ill.; Lyndhurst, N. J.; Detroit. Fluid-type sound deadeners, sealers, adhesives, calks, rust preventives, undercoatings. E. E. Mortell, pres.; J. L. Mortell, secy.-treas.; J. E. Ashton, vice-pres. and automotive sales mgr.; T. P. Fitzpatrick, vice-pres. and gen. mgr.; W. E. Mortell, Eastern mgr.; K. D. Rouble, Detroit mgr.; E. Lund, supervisor indus. sales; E. F. Gerrity, sales mgr., merchandising div.

MORYSVILLE BODY WORKS, INC., 813 South Reading ave., Boyertown, Pa. Line construction bodies, utility bodies, pick-up tool boxes, gas bottle bodies, fuel oil burner servicing bodies, turnpike bodies and body equipment. Wallace B. Updegrove, pres.; Paul Kopicki, salesman; Gerald L. Wagner, dist. salesman; Nelda M. Schoenly, secy. **Adv. Agcy.** — Ted Black Agency, Reading, Pa.

MOTOR GENERATOR CORP., Troy, O. Battery chargers, motor generator type, automotive, bus, truck; electrical industrial truck chargers, generators, AC and DC; motor generator sets, all types; power plants. O. H. Menke, pres.; D. W. Baker, vice-pres. and sales mgr.; G. O. Williams, secy.; D. C. Jenkins, treas. **Adv. Agcy.** — Ralph Dalton & Assoc., Troy, O.

MOTOR VEHICLE RESEARCH, INC., South Lee, N. H. Independent automotive research and engineering. Andrew J. White, dir.

MOTOR WHEEL CORP., 735 E. Saginaw st., Lansing 3, Mich. Wheels, hubs, brake drums, pressed metal parts, heating appliances and power lawn mowers. M. F. Cotes, pres. and gen. mgr.; R. A. Cole, exec. vice-pres., appliances; S. N. Johnson, vice-pres., automotive mfg.; Carl F. Schultz, vice-pres., automotive sales; A. P. Schweizer, vice-pres., automotive engr.; E. A. Bovee, vice-pres., appliance mfg.; Karl Egeler, vice-pres., adv.; D. F. Jones, vice-pres., Duo-Therm engr.; L. C. Vandertill, vice-pres., appliance sales; Edward K. Ellsworth, secy.; C. A. Benson, treas.; Thomas J. Fagan, asst. secy.; C. R. Clausen, asst. treas.; C. J. Holden, sales mgr., passenger car wheels; R. J. Kinney, sales mgr., truck wheels; Frank D. Jackson, sales mgr., pressed steel; C. A. Johnson, sales mgr., agr. and ind.; Anson Grimes, sales mgr., serv.; Robert W. Dugger, dir. of per.; H. W. McKeague, dir. of pur.; J. D. Withrow, pur. agt.; H. C. Salzer, pur. agt.; George Bleibtrey, dir. of traf.; Max Hosmer, asst. adv. mgr. **Det. Rep.**—C. J. Holden, 546 New Center bldg., Detroit 2, Mich. **Adv. Agcy.**—Young and Rubicam, Inc., Chicago.

MOTORAIDE CORP., 2400 Emerald st., Philadelphia 25, Pa. Electrical automotive testing equipment. Frank C. Bellis, pres.; Irving B. Brager, treas.; Jerome Nathan, secy.

MOTOROLA, INC., 4545 W. Augusta blvd., Chicago 51, Ill. FM two-way mobile radio-telephone; automobile receivers; home radios; AM television receivers. P. V. Galvin, chmn. of bd.; R. W. Galvin, pres.; E. R. Taylor, exec. vice-pres., Consumer Product div.; D. E. Noble, exec. vice-pres., Industrial, Semi-Conductor and Military Electronics div.; Elmer H. Wavering, exec. vice-pres., Automotive Products div.; Frank J. O'Brien, vice-pres., purchasing; Walter B. Scott, vice-pres., mfg.; E. P. Vanderwicken, vice-pres., mfg.; Charles Green, secy.; Jack Davis, vice-pres., Consumer Product engrg.; S. R. Herkes, vice-pres., Consumer Products mktg.; Art Reese, vice-pres. and gen. mgr., Communications & Industrial Electronics div.; Eugene S. Goebel, (Communications div.) sales mgr.; Allan G. Williams, gen. sales mgr., Consumer Products; A. T. Alexander, nat. serv. dir.; Frank Uhrus, serv. mgr.; D. H. Kutner, dir. of merchandising. **Adv. Agcy.**—Leo Burnett Co., Chicago, Ill.

MOTO-SWAY CORP. OF AMERICA, 205 Pasadena ave., South Pasadena, Calif. Lubrication equipment, car washers, glazers and waxers, engine cleaners, truck-o-mats, wheel balancing equipment. A. M. Markus, pres. and treas.; Lee B. Markus, vice-pres. and secy.; W. Miller, works mgr.; A. L. Stuart, sales mgr.; Jack Crosley, adv. mgr.; W. Miller, serv. mgr.; E. Aron, chief engr.; Rudolph Kaiser, pur. agt.; B. Christensen, asst. pur. agt; T. Schneider, traf. mgr. **Adv. Agcy.**—Jack Crosley, Hyland Park, Los Angeles, Calif.

MOTORS METAL DIVISION—Abrasive & Metal Products Co., 5936 Milford ave., Detroit 10, Mich. Sheet metal stampings and assemblies; hoods, fenders, engine pans, running boards, body stampings, radiator shells and all similar parts. Dr. Robert R. McMath, chmn. of bd.; S. J. Menzel, pres. and gen. mgr.; Nelson C. Johnson, vice-pres. and treas.; George H. Malesky, plant supt.; J. Reed Alexander, sales and adv. mgr.; Vincent A. Corrado, chief engr.; Ian F. Wilson, pur. agt.

MT. CLEMENS METAL PRODUCTS CO., 145 S. Rose st., Mt. Clemens, Mich. Metal stampings and assemblies, spun pulleys, cold headed products, weld and clinch nuts, moulding clips, brazing and annealing. F. G. Richardson sr., pres. and gen. mgr.; Fred G. Richardson jr., exec. vice-pres.; William H. Asmus, treas.; Harold B. Desenberg, secy.; F. W. Eaton, chief engr.; W. H. Rengert, pur. agt. **Det. Rep.**—Rich-Wing Corp., 420 New Center bldg., Detroit 2, Mich.

MT. VERNON TRUCK BODY CO., 1819 S. 10th st., Mt. Vernon, Ill. Van, custom and farm bodies. Webster Hill, pres.; N. E. Williams, gen. mgr.; R. C. Winder, parts and accessories mgr.

MUELLER BRASS CO., 1925 Lapeer, Port Huron, Mich. Copper tube, flare and solder-type fittings, aluminum forgings, shaped brass rod, flare fittings, casting, formed tubing. F. L. Riggin, pres.; F. L. Riggin jr., exec. vice-pres.; W. M. Edmondson, secy.-treas.; A. C. Dappert, vice-pres. in chge. of sales; R. M. Tree, vice-pres. in chge. of mfg.; O. R. Payton, adv. mgr.; E. A. Fairchild, sales prom. mgr.; R. A. Gray, chief engr.; H. Lewis, pur. agt.; E. Miller, traf. mgr.; A. St. Pierre, pub. rel. mgr. **Det. Rep.**—Sales Office, 19600 Van Dyke ave., Detroit. **Adv. Agcy.**—Price, Tanner, Willox, Saginaw, Mich. P. Willox, acct. exec.

MULTI-HYDROMATIC WELDING & MFG. CO., 23171 Groesbeck hwy., East Detroit, Mich. Multiple spot, hi-production welding machines, seam, flash and butt welders, standard spot, rocker arm and projection welders, aircraft fixtures and jibs and special machinery. Richard P. Joy jr., pres., treas. and gen. mgr.; Hans G. Warnke, exec. vice-pres.; W. L. Jewett, vice-pres., sales mgr.; C. H. Tatham, vice-pres., secy.; Fred Hondzinski, shop supt.; Wm. Dusse, chief engr.; R. P. Joy III, pur. agt.

MURPHY SALES CO., Box 5416, Lake st. sta., Minneapolis 8, Minn. Automatic lock for rear doors. John D. Murphy jr., owner.

MURRAY CORP., East Joppa rd., Towson 4, Md. Hose clamps, battery necessities, brake parts. H. Alexander Smith jr., pres.; Leonard H. Forman, vice-pres. and pur. agt.; Don R. Matthews, sales mgr.; John W. Schukraft, chief engr.; W. C. Hoadley, traf. mgr.; James H. Rowe, dir. of prod. & development. **Det. Rep.**—Don R. Matthews, 16629 Meyers rd., Detroit 35, Mich. **Adv. Agcy.**—Emery Advertising Agency, 2 E. North ave., Baltimore 2, Md.

MUSKEGON MOTOR SPECIALTIES CO., 2314 Tyson st., Jackson, Mich. Machining crankshafts and auto parts. J. A. Vieson, chmn. of bd.; D. W. Johnson, pres.; C. J. Huebner, exec. vice-pres.; D. N. North, treas. and asst. secy.; T. J. McCarthy jr., secy.; R. V. Pangborn, vice-pres. in chge. of mfg.

MUSKEGON PISTON RING CO., Sixth & Alpha, Muskegon, Mich. Piston rings. T. E. McFall, chmn. of the bd.; H. G. Vaughan, pres.; G. W. Lundeen, exec. vice-pres.; G. R. Targett, vice-pres. and treas.; M. D. Stanley, vice-pres., mfg. (Muskegon div.); W. A. Clouser, vice-pres., sales (Muskegon div.); G. A. Fifield, secy.; J. A. Nadeau, pur. agt. **Det. Reps.**—G. E. Smith, G. S. Oliver, S. J. Bourdon, D. W. Baldwin, J. O. Holls, 516 New Center bldg. **Adv. Agcy.**—Waldie & Briggs, Inc., Chicago, Ill. George L. Briggs, acct. exec.

MUSTANG MOTOR PRODUCTS CORP., (subsidiary of Gladden Products Corp.), 635 W. Colorado blvd., Glendale 4, Calif. Motorcycles (lightweight), Delivercycles (3 wheel pickup and delivery type). John N. Gladden, pres.; G. Brashears, secy.-treas.; Howard Burrell, gen. mgr.; Charles R. Gardner, prod. mgr.; J. Wade Brunson, sales and adv. mgr.; J. W. Gregg, mgr. Kansas City, Mo. branch; Howard Forrest, chief engr. **Adv. Agcy.**—Walter C. Davison Co., Glendale, Calif.

MYRLO CO., 1231 Maine ave., Cleveland 13, O. All types pennant streamers. Myrl Bookman, owner.

MYSTIK ADHESIVE PRODUCTS, INC., 2635 N. Kildare ave., Chicago 39, Ill. Paper masking tapes, waterproof cloth tapes, pressure sensitive protective papers, stencils, adhesive specialty products, pressure sensitive printable tapes, pressure sensitive hi-low temperature and electrical tapes, adhesives, coatings and sealers. Russell J. Leander, pres.; J. K. Leander, Elmer J. Leander, vice-presidents; Robert D. Smith, vice-pres. and contr.; Robert J. Leander, vice-pres., secy. and treas.; William J. Miller, sales mgr., ind. and automotive div.; J. C. Gallagher, sales mgr., retail div.; Ken H. Winters, sales mgr., chain store div.; Harry Feuer, dir. mktg.; G. V. Disbrow, sales mgr., adhesives, coatings and sealers; W. F. Campbell, traf. mgr. **Adv. Agcy.** — George H. Hartman Co., Rowland Laughlin, acct. exec. (Industrial), Fuller & Smith & Ross, Inc., Reed Drummond, acct. exec.

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NACTO CLEANER CORP., 1200 East 156th st., New York 59, N. Y. Fabric cleaner, waterless hand cleaner, tar remover, "Grees Wash," garage floor cleaner, fire extinguisher fluid, foam upholstery cleaner, leather cleaner, whitewall cleaner, car wash, windshield washer solvent. James L. Ryan, pres., gen. mgr., sales mgr. and pur. agt.; G. S. McHarg, vice-pres., treas.; E. F. Ryan, secy.

NAMSCO, INC., 333—31st ave., Bellwood, Ill. (Chicago suburb). 1-piece wheel covers for specific car models and universal style, hub caps for all popular cars, and many industrial uses, gas tank caps, radiator caps, wheel bolts and nuts. J. A. Anderson, pres.; E. Strom, sales, adv. traf. mgr.; F. Wasil, works mgr. and pur. agt.

NANKERVIS CO., GEORGE L., 15300 Fullerton, Detroit 27, Mich. Special custom built testing equipment for automotive and aircraft industries. George L. Nankervis, pres., treas.; H. W. Grikschelt, C. E. Cox, vice-president; S. R. Anderson, secy.; K. J. Battjes, adv. mgr.; R. E. Hohisel, chf. engr.; R. I. Pieti, pur. agt.

NAPCO INDUSTRIES, INC., Seventh st., North Lyndale, Minneapolis 11, Minn. Federal Motor Truck Div., Northwestern Parts Div., Napco Front Wheel Drive Div., Highway Safety Appliances Div., and Napco Construction Equipment Div. Max E. Rappaport, pres.; Fred Rappaport, exec. vice-pres.; Ned E. Blaz, asst. to the pres.; Roy E. Mullin, vice-pres.; Ralph W. Gundersen, vice-pres. **Adv. Agcy.** — Ned E. Blaz, Napco Industries, Inc.

NAPCO FRONT WHEEL DRIVE DIV., Div. of Napco Industries, Inc., Seventh st., North Lyndale, Minneapolis 11, Minn. Manufacturer of special axles for traction for four wheel drive conversion for General Motors, Chevrolet, Ford. Roy E. Mullin, vice-pres. **Adv. Agcy.** — Alfred

(Continued on Page 244)

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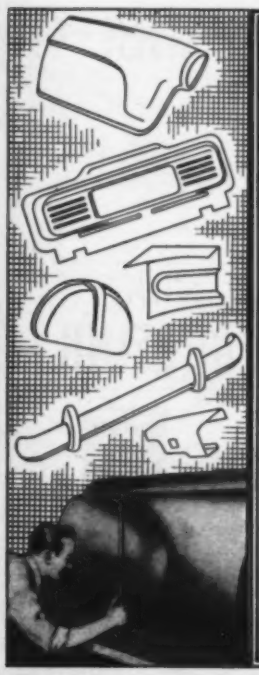

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Who's Who in the Auto Industry

(Continued from Page 243)

Colle Co., Minneapolis, Minn. Keith Smith, acct. exec.

NASH BROS. CO., 2125 Dewey ave., Evanston, Ill. Tire-carriers (cable-lift, slant basket, back-of-cab) for trucks; trailers; front and rear bumpers for trucks, truck bodies, buses. C. L. Nash, pres.; L. B. Nash, vice-pres.; E. A. Seward, secy.-treas.; R. E. Mainland, gen. mgr.; H. L. Garwood, asst. sales mgr.; William Rencuf, chief engr.; Bill Butler, traf. mgr.; J. F. McCowan, pur. agt.

NASH DIVISION, American Motors Corp., 14250 Plymouth rd., Detroit 32, Mich. (See AMERICAN MOTORS CORP. listing).

NASON, R. N. & CO., 151 Potrero ave., San Francisco 3, Calif. Automotive paint and lacquer products, complete line of all trade sales products. W. P. Fuller, pres.; A. J. Hunter, secy-treas.; W. C. Kenton, E. A. Barsetti, C. J. Spear, W. Verzani, Sylvester Sechser, J. Nail, branch mgrs.

NATIONAL ACME CO., 170 E. 131st st., Cleveland 8, O. Multiple and single spindle automatic bar and chucking machines; self-opening threading dies and collapsible taps; self-opening thread rolling heads; thread rolling machines; limit switches; solenoids, contract mfg. F. H. Chapin, pres.; C. W. Simpson, exec. vice-pres.; T. L. Strimple, secy.; A. E. Drissner, vice-pres., chief engr.; B. H. Ayers, vice-pres., works mgr.; R. E. Channock, vice-pres., treas.; R. R. Rhodehamel, gen. sales mgr.; A. E. Henn (machinery div.), H. P. Fussner (threading div.), A. J. Park (electrical div.) asst. sales mgrs.; D. H. Rowe, adv. mgr.; F. C. Jenness, sales serv. mgr.; R. J. Gosling, pur. agt.; J. C. Skalnik, Roy Waltz, assts.; F. Mesojedic, traf. mgr.; H. O. Anderson, per. mgr. **Det. Rep.**—S. E. Casson, mgr., 14235 Puritan ave., Detroit 27 Mich. **Adv. Agcy.**—Heffernan & McMahon, Inc., Buffalo 3, N. Y.

NATIONAL ADVERTISING CO., General Sales Offices, First National Bank bldg., Chicago, Ill. **Administrative Offices,** Bedford Park, Ill. Highway advertising on a maintained rental basis. J. L. Hayes, pres.; W. S. Meyers, vice-pres. and gen. mgr.; F. P. Gunning, vice-pres. and gen. sales mgr.; F. B. Mooers, operations dir.; R. W. Rhyner, compt.; R. T. Anderson, adv. and sales prom. dir. **Adv. Agcy.** — MacManus, John & Adams, Bloomfield Hills, Mich.

NATIONAL AUTO GLASS SPECIFICATIONS, 9050 Livernois ave., Detroit 4, Mich. Auto glass patterns, publishers of auto glass parts catalog. Orren D. Hulett, gen. mgr.

NATIONAL AUTO RECONDITIONING CORP., 8435-44th Place, Lyons, Ill. Tipton-Sol engine degreasing shampoo; upholstery cleaning kits, automotive vacuum, remover for scotch-lite reflector, tape and chrome protector, rubber renewer, car shampoo, white side wall cleaner, auto upholstery dyes. Ralph M. Tipton, pres. sales, adv. mgr.; Walter A. Ninke, vice-pres., gen. mgr.; Margaret M. Tipton, secy. and treas.; David B. Snedeker, works mgr., chief engr. **Det. Sales Rep.**—John Federbusch, Car Groom Distributors, 8767 W. Chicago blvd.

NATIONAL AUTOCRAFT MFG. CO., 2710 N. Orange ave., Orlando, Fla. Universal body moulding clips, window handle crank knobs, windshield wiper knobs, door-locking knobs, instrument panel replacement knobs, door sill moulding covers, arm rest covers. Charles D. West, pres., sales mgr.; F. P. West, secy.-treas. **Adv. Agcy.** — Robert Hammond Associates, Orlando, Fla.

NATIONAL AUTOMATION INDUSTRIES, INC., 8070 Wheeler ave., Detroit 10, Mich. Automatic precision indexing fixtures and special machines. Roger G. Dolphyn, pres., treas.; Frank D. Doemer, vice-pres., secy. and gen. mgr.

NATIONAL AUTOMOBILE APPRAISAL SERVICE CORP., P. O. Box 91, Kingsbridge station, New York 63, N. Y. Publishers of "The National Auto Guide" (weekly wholesale used car value guide and monthly retail used car value guide). Norman Mann, pres., sales mgr.; Steven Carey, vice-pres., asst. sales mgr.; Victor D. Orlove, secy.-treas. and gen. mgr., editor. **Adv. Agcy.**—Picard-Marvin, Inc., New York, N. Y. William Marvin, acct. exec.

NATIONAL AUTOMOBILE DEALERS USED CAR GUIDE CO., 2000 K st., N. W. Washington 6, D. C. NADA Official Used Car Guide. Everett W. Lawrence, editor. **Adv. Agcy.**—Advertising, Inc., Washington, D. C. King Pedlar, acct. exec.

NATIONAL AUTOMOBILE TRANSPORTERS ASSN., 2627 Cadillac Tower, Detroit 26, Mich. P. W. Davis, ch. of bd.; S. T. Crawford jr., vice-chmn.; J. B. Burnham, secy.; Lloyd Lawson, treas.; H. K. Halbrooks, accident prevention dir.; J. Paul Skipworth, traf. mgr.; Mrs. Ella Harding, office mgr.

NATIONAL AUTOMOTIVE FIBRES, INC., 19925 Hoover, Detroit 5, Mich. Complete automotive textile trim, insulation and cardboard parts, automotive fabrics and carpet. Paul V. Shields, chmn. of bd.; J. G. Bannister, pres.; E. P. Bolen, vice-pres. in chge. of engrg.; M. K. Leahy, vice-pres. in chge. of prod.; H. B. Greene, secy.-treas.; J. Chapman, contr.; J. G. Pogue, asst. secy.-treas.; R. B. Hunter, gen. counsel.

NATIONAL AUTOMOTIVE MANUFACTURING & ENGINEERING CORP., 205 Pasadena ave., South Pasadena, Calif. Moto-Sway lubricating equipment, Spray-Foamatic spray guns, Truk-O-Mat's, Spray-Foam Jr., home spray guns, Spray-Foam washing compounds, Moto-Lite license frames, Quick-On couplers, MSF concentrates, Moto-Glaze compounds grease Hypo-Jectors. Alexander M. Markus, pres.; W. Miller, plant supt.; Lee B. Markus, secy.-treas.; K. Nelson, chief engr.; Rudolph Kaiser, comptr.; B. Christensen, asst. pur. agt.; Jacob M. Schneider, traf. mgr. **Adv. Agcy.**—J. T. Crossley Co., Los Angeles 42, Calif.

NATIONAL BODY MFG. CO., Main st., Knightstown, Ind. Ambulance and funeral cars, airport passenger limousines, eight and nine passenger limousine bodies. Vern Z. Perry, pres., chief engr.; Don R. Perry, vice-pres., pur. agt.; M. A. Schakel, secy.-treas.; Frank Reifel, works mgr.; Bill Johnson, sales mgr. **Adv. Agcy.** — Ruben Advertising Co., Indianapolis, Ind.

NATIONAL BONDED CARS, INC., 120 Morris ave., Springfield, N. J. Inspection and warranty service. H. S. Campbell, pres.; C. W. Milburn, vice-pres., treas.

NATIONAL BRAKE BLOCK CORP., 37-17 57th st., Woodside 77, N. Y. National brake block, Beg-Mold brake lining, rivets, bonded woven, brakebond brake lining, SF heavy duty clutch facings. Irving J. Simon, pres.; William Simon, vice-pres.; Harry Gelband, secy.-treas.; M. Feldman, traf. mgr. **Det. Rep.**—Mark Berman, 2722 Webb. **Adv. Agcy.**—Walter J. Zimmerman Assoc., New York, N. Y.

NATIONAL BROACH & MACHINE CO., 5600 St. Jean ave., Detroit 13, Mich. Gear shaving, honing machines, lapping, measuring, sound testing and grinding machines; naloy broaches, broaching fixtures and gear shaving cutters. Walter S. Praeg, pres.; Max B. Mentley, vice-pres.; Ben F. Bregi, vice-pres.; D. P. Smith, vice-pres.; J. Willison Smith jr., secy.; Georg R. Smith, treas.; Harold Ashton, mgr., sales and serv.; Martin Linder, asst. treas.; T. S. Gates, chief engr.; Basil Hawkins, pur. agt.; Hall Industrial Publicity, pub. rel. mgr. **Det. Rep.** — Home Office, 5600 St. Jean ave. **Adv. Agcy.**—Witte & Burden, Detroit 2, Mich.

NATIONAL BROADCASTING CO., INC., 30 Rockefeller Plaza, New York 20, N. Y. (A sub. of Radio Corporation of America). Robert W. Sarnoff, pres.; David C. Adams, exec. vice-pres., corporate relations; J. M. Clifford, exec. vice-pres., admn.; Charles R. Denny, exec. vice-pres., oper.; Robert E. Kintner, exec. vice-pres.; Thomas A. McAvity, exec. vice-pres., TV network programs and sales; Emanuel Sacks, staff vice-pres. and vice-pres., TV network programs; Joseph V. Heffernan, staff vice-pres.; Kenneth W. Bilby, vice-pres., pub. rel.; Harry R. Bannister, vice-pres., station rel.; Hugh M. Beville, vice-pres., planning; Charles H. Colledge, vice-pres., facilities oper.; Matthew J. Culligan, vice-pres., radio network; Michael Dann, vice-pres., program sales; Jerry A. Danzig, vice-pres., radio network programs; James E. Denning, vice-pres., talent and contract admin.; Sydney H. Eiges, vice-pres., press and publicity; Thomas E. Ervin, vice-pres., gen. attny.; William R. Goodheart jr., vice-pres., TV network programs; Richard H. Graham, vice-pres., law, Pacific div.; A. L. Hammerschmidt, vice-pres., engrg. and facilities admn.; William S. Hedges, vice-pres., integrated services; Edward R. Hitz, vice-pres., TV sales, central div.; Robert Lewine, vice-pres., programs; Alan W. Livingston, vice-pres., TV network programs, Pacific div.; William K. McDaniel, vice-pres., radio network sales; Thomas B. McFadden, vice-pres., NBC owned stations and NBC spot sales; Richard A. R. Pinkham, vice-pres., adv.; Earl Rettig, vice-pres. and treas.; Thomas W. Sarnoff, vice-pres., prod. and bus. affairs, Pacific div.; Walter D. Scott, vice-pres., TV sales dir.; Carl M. Stanton, vice-pres., TV programs and sales, bus. affairs; Davidson Taylor, vice-pres., pub. affairs programs; Mort Werner, vice-pres., nat. programs; John West, vice-pres., Pacific div.; William A. Williams, asst. treas.; George D. Matson, contr.; John Q. Cannon, secy. **Advertising**—John H. Porter, dir., nat. adv. and prom.; J. Donald Foley, mgr., nat. sales prom.; John J. Graham, art dir.; Edwin T. Vane, mgr., nat. audience prom.

Press and Publicity—Ellis Moore, dir., press; William B. Miller, night exec. officer.

TV Network Programs—Barry Wood, dir., special events; John W. Kiermaier, dir., admn., pub. affairs programs.

National Programs—Richard L. Linkroum, exec. producer, participating programs; Leroy Passman, mgr., TV network program administration; Nat Wolff, dir., TV program planning.

TV Network Sales—Charles R. Abry, mgr., Eastern TV sales; Stephen A. Flynn, mgr., TV sales traf. oper.; Walter W. Gross, mgr., TV sales, Detroit office; Murray Hellweil, mgr., merch.; John B. Lanigan, mgr., daytime sales; Ludwig W. Simmel, mgr., co-op program sales; Lewis M. Marcy, dir., sales dev. and presentations; David H. Hedley, mgr., TV sales presentation; Morris Rittenberg, mgr., TV sales dev.; Robert W. McFayden, mgr., sales and merch. plans; Roy C. Porteous, mgr., participating program sales; John T. Williams, mgr., TV sales, Western div.

TV Programs and Sales, Business Affairs—John J. Heywood, dir., bus. affairs; Edward J. Stegeman, assoc. dir., bus. affairs.

Accounting—George D. Matson, contr.; Aaron Rubin, asst. contr.

Purchasing—Randall R. McMillan, dir., pur. and materials.

Personnel—B. Lowell Jacobsen, dir., pers.; George H. Fuchs, mgr., labor rel.; Henry O. Lumb, mgr., pers.; Harvey A. Stackman, mgr., organization planning and management dev.; Oscar C. Turner, mgr., pers. and labor rel., Pacific div.

Corporate Relations—Thomas J. Mercer, dir., station rel.; Thomas E. Coffin, dir., res.; Allen R. Cooper, dir., corporate planning; James H. Cornell, staff asst., program planning.

Radio Network Sales—Frederic Horton, dir., sales, radio network; William F. Fairbanks, mgr., eastern radio network sales.

NATIONAL CAR RENTAL SYSTEM, INC., 1209 Washington ave., St. Louis 3, Mo. Association of independent car rental companies with representation in all principal cities in the U. S. and abroad. Charlie Hillard, pres.; Walter J. Phillips, exec. vice-pres.; Robert W. Miller, vice-pres.; E. J. Barrett; secy.; L. L. Steward, treas. **Adv. Agcy.**—Gene Rison & Associates, St. Louis, Mo. E. R. Rison, acct. exec.

NATIONAL CARBON CO., Div. of Union Carbide and Carbon Corp., 30 E. 42nd st., New York 17, N. Y. Anti-freeze, cooling system cleaner, stop-leak and other auto service products, anti-rust, flashlights, flashlight batteries. A. B. Johnson, pres.; C. O. Kleinsmith, P. M. Buhrer, exec. vice-president; A. C. Bryan, vice-pres., gen. mgr.; E. L. Dibble, gen. mgr., consumer prod. sales; J. F. Warnell, mgr., battery prod. sales; F. W. Berdan, mgr., battery prod. sales; A. H. Brust, adv. mgr. **Adv. Agcy.** — Wm. Esty Co., Inc.

NATIONAL CASH REGISTER CO., Main and K sts., Dayton 9, O. Accounting machines, adding machines, cash registers, business forms and NCR "No Carbon Required" paper. S. C. Allyn, pres.; R. S. Oleman, exec. vice-pres.; John M. Wilson, vice-pres., sales; Robert E. Cowden jr., secy.; W. L. Russell, treas.; W. E. Bahl, vice-pres., mfg.; H. C. Keesecker, asst. sales mgr.; G. W. Head, adv. mgr.; Leigh Metcalfe, asst.; W. F. Clawson, serv. mgr.; E. R. Schlemmer, pur. agt.; E. H. Voehringer, traf. mgr.; J. K. Owen, pub. rel. dir. **Det. Rep.**—Ewing Stumm, branch mgr., 3456 Woodward ave. **Adv. Agcy.**—McCann-Erickson, Inc., New York 20, N. Y. Herb Pierce, acct. exec.

NATIONAL COTTON BATTING INSTITUTE, 1918 North Parkway, Memphis 12, Tenn. Industry organization for the promotion of cotton cushioning in automobile seats. Ellis H. Warren, pres.; Henry Chanin, M. E. Stauffer, and C. E. Theobald jr., vice-presidents; S. E. Brandwein, secy.; Wm. J. McEwen, treas.; R. T. St. John, exec. secy. **Adv. Agcy.**—Greenhaw & Rush, Inc., Memphis, Tenn. E. B. Greenhaw, acct. exec.

NATIONAL FLAG & DISPLAY CO., 41 W. 21st st., New York 10, N. Y. Advertising cloth banners of any size and description. Sam Z. Schatz, pres.; San Coolick, vice-pres.; Joe Schatz, gen. mgr.

NATIONAL LEAD CO., 111 Broadway, New York 6, N. Y. Raw and finished die castings (zinc, brass, aluminum and magnesium)—Doehler-Jarvis Div., solder, battery oxides, titanium pigments for white sidewall tires, storage battery plate metal, "Kirksite" dies and die metal, paint oils. Joseph A. Martins, pres.; A. H. Drewes, F. J. Koegler, D. A. Merson, J. H. Reid, H. T. Warshow, H. C. Wildner, vice-presidents; J. B. Henrich, secy.; J. J. Morsman jr., treas.; T. Howard Sarine, adv. mgr.; A. V. Besder, chief engr.; L. J. Werne, traf. mgr.; C. H. Rose, pub. rel. dir.

NATIONAL MACHINE PRODUCTS CO., 44225 Utica rd., Utica, Mich. A complete line of hexagon nuts in all standards. J. L. Cook, pres.; C. W. Couch, vice-pres., sales mgr.; A. R. Devine, secy.; R. G. Straley, treas.; M. A. Chambers, vice-pres., chge. of mfg.; E. Johnson, works mgr.; A. A. Widmann, vice-pres., chge. of engrg.; Y. Ebersole, pur. agt.

NATIONAL MACHINE AND TOOL CO., 4077 Page ave., Jackson, Mich. Service tools. Morris Thorrez, pres.; Henry Thorrez, vice-pres.; Guy L. Baldwin, vice-pres., sales mgr.; Walter Michner, secy., treas. **Det. Rep.** — Cliff Johns, Lake Orion, Mich.

NATIONAL MACHINE WORKS, INC., 1800 S. Broadway, Oklahoma City, Okla. Drive shaft bushing and seal assemblies; transmission case ball seats; drive shaft housing repair kits, drive shaft housing repair units; special pinion bearing assemblies; coleman compensator kits and special engineering and manufacturing facilities for new machine products. Theodore C. Gerner, pres. and treas.; D. I. Johnston, vice-pres.; D. C. Johnston, secy.; Louise Johnston, asst. secy.; Luther A. Harrison, sales mgr.; Bill Pennel, order clerk; Ted Gerner, adv. mgr. **Adv. Agcy.**—Galloway-Wallace, Graniff bldg., Oklahoma City, Okla.

NATIONAL MALLEABLE & STEEL CASTING CO., 10600 Quincy ave., Cleveland 6, O. Cleve H. Pomeroy, pres.; W. H. Moriarity, vice-pres., chge. of sales; S. C. Wasson, vice-pres., chge. of oprns.; H. L. Mausk, vice-pres., railway div. sales; E. H. Sherwood, asst. vice-pres., internatl. div.; A. E. Field, secy.; Mark M. Miller, asst. to pres., sales and mgr. of auto sales; L. A. Pomeroy jr., traf. mgr.; B. C. Yearly, mgr., research; W. M. Quayle, gen. pur. agt.; K. L. Selby, chief engr. **Adv. Agcy.**—Palm & Patterson, Inc., Fidelity bldg., Cleveland 14, O. T. King-Hedlinger, acct. exec.

NATIONAL MARKET REPORTS, INC., 900 South Wabash ave., Chicago 5, Ill. National used car and truck appraisal manuals. W. E. Butler, pres.; C. E. Gambill, vice-pres., treas.; H. G. Hollingshead, secy.; O. H. Baehler, vice-pres., gen. mgr.; O. T. Butcher, sales mgr. **Adv. Agcy.**—Central Advertising Service, Chicago, Ill.

NATIONAL PARTS CORP., 2111 S. Michigan ave., Chicago 16, Ill. Automobile replacement radiator grilles. H. A. Winkelman, pres., gen. mgr. and dir. of sales; R. V. Winkelman, secy.-treas., pur. agt.; L. P. Wolfman, asst. sales and adv. mgr.; T. Antonini, works mgr. **Det. Rep.**—Mel Knopf, 24350 Condon ave., Oak Park, Mich.

NATIONAL PLASTIC PRODUCTS CO., Odenton, Md. Saran fiber for seat coverings, welt for piping and soundproofing. Ephraim Winer, pres.; Lee Samler, tech. dir.; Francis V. Ulrich, dir. of sales; Roland J. Brown, sales mgr.; James Richards, adv. mgr.; Donald J. Anderson, dir. of pur. **Adv. Agcy.**—MacManus, John & Adams, 444 Madison ave., New York, N. Y. Gene Gramm, acct. exec.

NATIONAL PRODUCTS CORP., 290 Third st., Cambridge 42, Mass. Weatherproof connectors for spark plugs, ignition harness sets, special ignition products. Richard Wait, pres.; A. Pickman, dir. of sales engrg. **Adv. Agcy.** — Ingalls - Minter - Haughey Co., 137 Newbury st., Boston.

NATIONAL RIVET AND MFG. CO., 21 E. Jefferson, Waupun, Wis. All types of

(Continued on Page 246)

This

WE CAN DO FOR YOU

...**seal** windows and doors with flexible or rigid glass run channel and weatherstrip

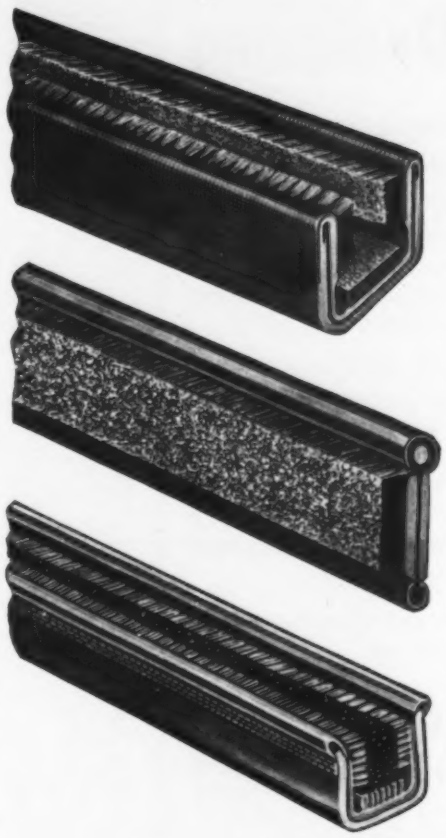
...**cushion** and seal with rubber extrusions and molded rubber or rubber bonded to metal parts

...**latch** with door, hood, and deck latches

In our specialties ... Sealing ... Cushioning ... Latching ... we maintain the very highest of standards. On such close attention to detail, Standard Products has become the world's largest manufacturer of many products used in the automotive industry.

SEALING DEVICES

For automobiles, trucks, buses, trailers



Flexible glass run channel formed to body shape required

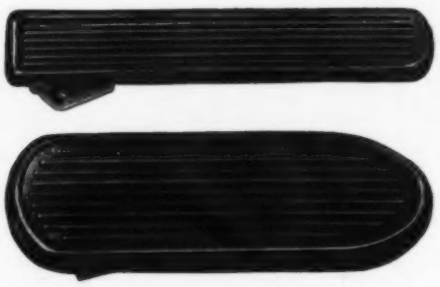
Flexible contour and belt weatherstrip

Rigid channel, where non-flexing characteristics are desired

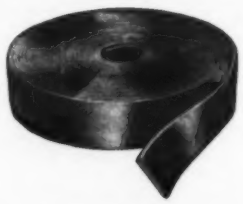
Produced at Lexington, Ky., Gaylord, Mich. and Fullerton, Cal. plants

MOLDED AND EXTRUDED RUBBER

All types of molded and extruded rubber goods produced to S.A.E. specifications



Molded rubber bonded to metal



Sealstrip glass-setting tape

Examples: Flocked and cloth covered parts for hard tops and convertibles, seals for front, rear, quarter, ventilator windows, accelerator pedals, bumper arms and assemblies, flexible couplings, motor mountings, valve seats, other seals, gaskets, washers, plugs, inserts and spacers.

Produced at Port Clinton, Ohio plant

STAMPED, FORMED AND EMBOSSED METAL PARTS

Scuff plates, roll-formed and embossed with decorative design

Rotary door latches, hood, and deck latches

Stainless steel sealing-strip assemblies for hard tops

For sealing assemblies, trim decorative frames

Produced at Reid Products Div., Cleveland, Ohio

We will be glad to co-operate with you on existing or experimental problems in our specialized field. Call our Sales Office: 316 Fisher Bldg., Detroit 2, Mich. Phone: TRinity 1-7502

THE ORIGINAL SP EQUIPMENT LINE

The Standard Products Co.

World's largest manufacturer of

AUTOMOTIVE WINDOW CHANNEL AND WEATHERSTRIP

Quality Production . . . Resourceful Designing

Pressed Metal Stampings and Assemblies

SEATS AND SEAT BACKS • SEAT ADJUSTERS • BRAKE LEVERS • HINGES • GEAR SHIFT HOUSINGS • HOOD LOCKS • AIR DUCTS • RADIATOR GRILLES • WINDOW GUIDES • FARM IMPLEMENT PARTS • ARMAMENT MATERIELS • MISCELLANEOUS PARTS

Modern plant, well equipped with wide range of the most advanced manufacturing facilities. Seasoned supervision. Skilled labor.

Progressive management. Creative ability. Designing talent. Engineering and Experimental Divisions can help you solve your problems. Research and Development is focused upon your future requirements.

Quality Production—Designed and Manufactured to Your Specific Needs

AMERICAN FORGING & SOCKET COMPANY

PONTIAC, MICHIGAN

Founded in 1915—The firm's name has become a misnomer. The manufacture of forgings and sockets has been discontinued. The company now supplies the automotive and related industries with pressed metal stampings and assemblies.

MEN-FINDERS

NEED an EXECUTIVE in the $10,000 and up brackets? YOU give us the QUALIFICATIONS NEEDED and we will find THE MAN with the background and capacity to FILL the JOB and GROW with it.

DAN BECK, *Executive Selection Specialist*

958 Maccabees Bldg., TEmple 11-55-1, Detroit 2

11½ Years Serving Detroit

Please Send Literature and Name of Nearest Dealer. B-14

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BATHEY MANUFACTURING CO. — PLYMOUTH, MICHIGAN

Who's Who in the Auto Industry

(Continued from Page 244)

rivets. A. G. Gibbons, bd. chmn.; J. A. Zeratsky, pres.; E. J. Maitre, vice-pres. in chge. of sales; Leon Foley, secy.; H. C. Engelbracht, treas.; L. Vandervelde, prod. mgr.; J. P. Torres, adv. mgr.; H. Hanson, chf. engr.; B. H. Bredeson, pur. agt. **Det. Rep.**—E. H. VanNorwick, 220 Jalkains bldg., 1100 N. Woodward ave., Birmingham, Mich. **Adv. Agcy.** — Kirkgasser-Drew, Chicago, Ill.

NATIONAL SALES TRAINERS, 549 W. Washington blvd., Chicago 6, Ill. Automotive sales training courses and clinics; inventory control systems, promotional planning, business analysis, publishers. Milton C. Veris, pres.; Byron C. Veris, secy.-treas.; W. K. Braasch, exec. advisor.

NATIONAL SEAL DIV., Federal-Mogul-Bower Bearings, Inc., Redwood City, Calif. Oil and grease seals, laminated shims, o-rings. Milton Bulkeley, gen. mgr.; H. K. Pohlman, gen. mgr. of mfg.; V. L. Peickii, dir. of engng. and res.; P. Q. Wray jr., sales mgr.; E. Mitchell, traf. mgr.; R. E. Walcott, pur. agt. **Det. Rep.**—R. A. Fred Mills, mgr., R. Hudson, P. Smith, J. Austin, and R. Gorman, 13836 Puritan ave. **Adv. Agcy.**—L. C. Cole Co., San Francisco, Calif. R. G. Orr, acct. exec.

NATIONAL STEEL CORP., 2800 Grant bldg., Pittsburgh 19, Pa. Automobile spring steel, bumper steel, special rolled sections, cold drawn bars. E. T. Weir, chmn. of bd.; T. E. Millsop, pres.; J. J. Munns, exec. vice-pres.; Paul E. Shroads sr., C. J. Klein, W. A. Murhpy, A. C. Childs, vice-presidents; Floyd T. Bowen, treas.; Wm. E. Prosser, secy.; Wm. S. Schwoebel, comptr. **Adv. Agcy.** — Campbell-Ewald Co., Detroit, Mich.

NATIONAL SYSTEM OF GARAGE VENTILATION, INC., 138 W. William st., Decatur, Ill. Underfloor and overhead exhaust removal equipment for automotive service shops. Frank M. Tenney, pres.; A. G. Towne, gen. mgr.; Frank M. Tenney, treas. **Adv. Agcy.**—Biddle Co., Bloomington, Ill. J. G. Reinhard, acct. exec.

NATIONAL TUBE DIV. (United States Steel Corp.), 525 William Penn pl., Pittsburgh 30, Pa. Seamless steel tubing, electric-welded tubing. J. E. Goble, pres.; W. F. McConnor, exec. vice-pres.; F. L. Wiegand jr., secy.; C. E. Magoon, treas.; H. J. Wallace, vice-pres., sales; W. J. McKee, sales mgr.; T. W. Gamble, adv. mgr.; L. V. Johnson, chief engr.; J. F. Dailey, pur. agt. **Det. Rep.**—J. G. Morrison, General Motors bldg., Detroit 2, Mich.

NATIONAL TWIST DRILL & TOOL CO., Rochester, Mich. Twist drills, reamers, counterbores, milling cutters, end mills, hobs, carbide, special tools. Howard L. McGregor jr., pres., gen. mgr.; E. J. Chamberlain, exec. vice-pres.; C. J. Oxford, engrg. vice-pres.; Allan Devine, secy.; J. W. Davidson, treas.; H. A. Mitzelfeld, mfg. vice-pres.; Wm. E. Atchley, sales mgr.; E. E. Sell, pur. agt. **Adv. Agcy.**—Holden, Chaplin, LeRue, Detroit, Mich. Dick Cleveland, acct. exec.

NAUGATUCK CHEMICAL, div. of U. S. Rubber Co., Elm st., Naugatuck, Conn. Synthetic rubbers, natural rubber latex, synthetic rubber latices, plastics, adhesives, rubber chemicals, compounded latices, rubber-resin blends. George R. Vila, vice-pres. of U. S. Rubber and gen. mgr.; Earle S. Ebers, asst. gen. mgr.; Harold M. Parsekian, sales mgr.; William H. MacHale, adv. mgr.; Fred N. Faff, chief engr.; R. S. Tobias, pur. agt.; W. E. Bradford, pub. rel. mgr. **Adv. Agcy.**—Fletcher D. Richards, New York, N. Y. Duncan Ross, acct. exec.

NEAPCO PRODUCTS, INC., South and Cross sts., Pottstown, Pa. Universal joints, chassis parts, machine work. R. E. Jeffries, pres.; E. B. Jenkins, treas. **Adv. Agcy.** — William D. Andes, Lancaster, Pa. John Wenger, acct. exec.

NEILSON CHEMICAL CO., 6564 Benson st., Detroit 7, Mich. Metalprep, galva prep. prep'n'cote prep-pik-l, lyfanite, phosteem alumiprep, emulsoprep. R. F. Neilson, gen. mgr.; H. N. Oleson, works mgr.; H. F. Neilson, sales mgr.; **Det. Rep.**—John E. Pierce, 1850 Mansfield ave., Birmingham, Mich. **Adv. Agcy.** — Dudgeon, Taylor & Bruske, 7338 Woodward, Detroit 2, Mich.

NELSON ASSOCIATES, INC., 3114 Grand River ave., Detroit 8, Mich. Automotive merchandising and sales prom. Nelson McCarthy, pres.; Henry L. Despard, exec. vice-pres.; Mrs. A. O. Beattie, treas.; John L. Barrie, vice-pres., sales mgr.; Duncan Carter, mdse. dir.; William E. Oberly, vice-pres., prod.; Jerry Malzahn, estimator. **Det. Reps.**—Thomas L. Ford, Wallace Davenport, Dave Ledgerwood.

NEON PRODUCTS, INC., Neon ave., Lima, O. Plastilux outdoor signs, neon outdoor signs, specialine plastic indoor signs, advertising clocks, skelton signs, pylons. S. Kamin, pres.; M. Kamin, vice-pres.; J. Howenstine, secy.-treas.; Marvin Lubinsky, regional sales mgr.; Harold D. Schwartz, dir. of adv. and sales prom.; Art Mox, chief engr.; G. Querry, pur. agt.; W. Freel, traf. mgr.

NEW DEPARTURE DIV., General Motors Corp., Bristol, Conn. Ball bearings. Paul W. Rhame, gen. mgr.; Seth H. Stoner, chf. engr.; Kenneth V. Knebel, gen. mfg. mgr.; Robert T. Collins, gen. sales mgr.; Howard A. Offers, asst. gen. sales mgr.; Lester A. Lanning, gen. pur. agt.; Harry W. Holdsworth, adv. mgr.; Henry L. Brophy, pub. rel. mgr. **Det. Rep.**—Lorne F. Lavery, mgr., 7-122 GM bldg., Detroit 2, Mich. **Adv. Agcy.**—D. P. Brother & Co., Detroit, Robert M. Fitzgibbons, acct. exec.

NEW ENGLAND PRESSED STEEL CO., Washington ave., Natick, Mass. Automotive parts assemblies to customers' requirements; spark plug wrenches; metal stampings to order. W. H. Townsend, pres., treas.; J. H. Parmenter, vice-pres., gen. mgr.; H. Blumenthal, pur. agt.

NEW JERSEY ZINC CO., THE, 160 Front st., New York 38, N. Y. Zinc pigments, metals and alloys. R. L. McCann, pres.; C. H. George, exec. vice-pres.; R. G. Kenly, vice-pres.; Walter R. Anyan, secy.; Samuel Riker jr., treas.; W. C. Dunlap, pur. agt.; K. L. R. Baird, gen. traf. mgr. **Sales (The New Jersey Zinc Sales Co.):** R. G. Kenly, vice-pres.; G. F. A. Stutz, mgr. (pigment div.); E. H. Klein, mgr. (metal div.); R. Davison, mgr. (market development div.).

NEW PROCESS GEAR CORP., Executive offices: 500 Plum st., Syracuse, N. Y. Truck and tractor transmissions; differential assemblies; automatic spur; spiral bevel; hypoid gears; universal joints; aviation gears. David H. Brown, pres., gen. mgr.; Regal C. Meier, vice-pres.; Ernest A. Allman, secy.-treas.; Lester J. Herrick, operations mgr.; Robert W. Wolfe, sales mgr.; John L. Collins, asst. gen. mgr.; David R. Osborne, chf. indust. engr.; Thurman O. Ruettinger, chf. engr.; Arthur Biesemeyer, mfg. mgr.; Edward J. Hart, personnel dir.; Bruce R. Soper, planning div.; Charles W. Pierson, dir. of pur.

NEW YORK AIR BRAKE CO., 230 Park ave., New York 17, N. Y. Hydraulic pumps, fluid motors, valves, cylinders, liquid handling pumps, turbine, centrifugal gear types; vacuum pumps, industrial types. C. T. Zaoral, pres.; G. R. Merchant, secy.; F. W. Hewes, treas.; W. R. Lockridge, dir. marketing; K. W. Galliger, dir. engrg. **Det. Rep.** — J. N. Fauver Co., Inc., 51 W. Hancock ave., Detroit 1, Mich. **Adv. Agcy.**—Humbert & Jones, New York, N. Y. K. Humbert, acct. exec.

NEWARK AUTO TOP CO., INC., 80 Central ave., Newark 2, N. J. Auto seat covers, carpets, seat cushions, convertible top assemblies, trunk kits. Alexander Seaman, pres.; Arthur Fischman, gen. mgr.; Edward Grabowski, chief engr. **Adv. Agcy.**—Adolph Gottesman & Co., 1060 Broad st., Newark, N. J.

NEWARK LADDER & BRACKET CO., INC., 5 Central ave., Clark Twp., N. J. Auto-top carriers, wood and heavy-duty steel. Rubin Grant, pres.; Maurice Gilbert, vice-pres.; Harold Grant, secy.; Mel North, gen. mgr., sales mgr.; Sidney Zucker, works mgr.; Larry Sosnow, adv. mgr.

NEWHOUSE AUTOMOTIVE INDUSTRIES, 5805 E. Beverly blvd.; Los Angeles 22, Calif. Special auto parts for stock cars, high-compression heads, dual intake manifolds, mufflers, camshafts, racing equipment, dual-point auto ignitions, water injectors, racing engines, etc. Ernest J. Newhouse, pres.; E. H. Newhouse, vice-pres.; J. Ward, comptr.; John Merlino, plant mgr.; John Beach, sales mgr.; Louise Johnson, credit mgr. **Adv. Agcy.**—Vanderboom, Hunt & McNaughton, Inc., Los Angeles.

NIBUR MFG. CO., INC., 20 W. 22nd st., New York 10, N. Y. Monograms, initials, key chains, auto emblems and automotive accessory items. Melvin Rinzler, pres.; Al D. Bobrow, secy. **Det. Rep.**—Service Sales Co., 14214 Superior rd., Cleveland 18, O.

NICHOLS & SON, 2695 State st., Hamden, Conn. License plate holder. John J. Nichols, pres. and vice-pres.; John R. Nichols, sales and gen. mgr.

NICHOLSON FILE CO., 23 Acorn st., Providence 1, R. I. File and rasps, rotary power files and burs. Paul C. Nicholson jr., pres., gen. mgr.; Stanley Livingston jr., vice-pres. operations; Charles E. Fogg, vice-pres. and secy.; Edmond A. Neal, vice-pres., domestic sales; R. Lindley Murray, treas.; George R. Ashbey, adv. mgr.

NIEHOFF & CO., C. E., 4925 W. Lawrence ave., Chicago 30, Ill. Ignition parts, hydraulic brake parts, testing equipment, hydraulic brake fluid. C. E. Niehoff, pres.; Fred Geyer, vice-pres., chge. of sales; E. R. Grant, vice-pres., chge. of prod.; M. A. Niehoff, secy.-treas.; C. E. Sanders, adv. mgr.; H. C. Fernstrom, pur. agt. **Adv. Agcy.**—C. Wendel Muench & Co., Chicago, Ill.

NORGREN-STEMAC, INC., 1277 S. Cherokee st., Denver 23, Colo. Die cast chrome name plates, products identification plates, personalized monograms, plaques. W. E. Stevens, vice.-pres.; E. L. McKanna, vice.-pres.; J. S. Lawrence, sales mgr.

NORICK BROTHERS, INC., 701-09 N.W. Fourth st., Oklahoma City 1, Okla. Standard accounting systems, auxiliary forms, parts purchase control systems, interleaved carbon office and shop forms for retail automotive dealers. Henry Norick, pres.; James H. Norick and Marjorie J. Norick, vice-presidents; Mrs. Frances N. Lilly, secy.-treas.; Fred H. Barlow, gen. sales mgr.; Roy Evans, adv. mgr.; Jack Rainbow, prod. mgr.; W. B. Austin, chf. acct. **Det. Rep.** — James R. McConnell, 15636 Mapleridge, Detroit 5, Mich.

NORLIFF CO., 5909-5931 S. Lowe ave., Chicago 21, Ill. Car mirrors, gas caps, radiator caps, ornaments, lights, truck mirrors, reflectors, clearance lights, locking caps, bicycle mirrors, ornaments. A. C. Lippert, pres.; R. A. Lippert, vice-pres.; H. F. Gerling, dir. sales and adv.; Richard Vernald, secy.; Robert Meyer, works mgr. and pur. agt.; Herb Hallen, traf. mgr. **Adv. Agcy.**—Allen J. Siegel, 608 S. Dearborn ave., Chicago 5, Ill.

NORMA-HOFFMAN BEARINGS CORP., Hamilton ave., Stamford, Conn. Precision ball, roller and thrust bearings. H. M. Day, pres.; D. E. Batesole (engrg.), vice-pres.; R. L. Miller, vice-pres., sales mgr. and adv. mgr., D. Lee, secy.-treas.; W. D. Anderson, works mgr.; R. V. Donnelly, asst. sales, and asst. adv. mgr.; P. W. Leak, asst. chief engr.; H. R. Beeson, pur. agt.; Claus H. Meyer, traf. mgr. **Det. Rep.**—M. B. Hawxhurst, 10239 Puritan ave., Detroit, Mich. **Adv. Agcy.**—Sutherland-Abbott, Boston, Mass. Jim LeTuckey, acct. exec.

NORTHERN ENGRAVING & MFG. CO., LaCrosse, Wis. Automotive dials, scuff plates, radiator emblems, instrument panels, glove doors, all decorated stampings, nameplates. C. D. Gelatt, pres., gen. mgr.; E. Niemeyer, vice-pres.; A. H. Zischke, vice-pres., sales mgr.; M. L. Crouse, treas.; B. E. Dellenbach, asst. sales mgr.; R. Giles, works mgr.; J. I. McCauley, chief engr.; T. P. Dalzell, secy., pur. agt.; E. Bates, asst. **Det. Rep.**—B. Finn, 10523 Puritan ave., Detroit 38, Mich

NORTHWESTERN PARTS DIV., Div. of **Napco Industries, Inc.,** Seventh st. North Lyndale, Minneapolis 11, Minn. Manufacturer of automotive and military service parts. Leonard F. Hunke, sales mgr. **Adv. Agcy.**—Jaffee-Naughton-Rich, Minneapolis, Minn. Alvin Jaffee, acct. exec.

NORTON CO., 1 New Bond st., Worcester 6, Mass. Abrasives, grinding wheels, grinding machines, refractories, Norbide boron carbide products, encapsulating machines, lapping machines, non-slip flooring. Milton P. Higgins, pres.; Ralph F. Gow, exec. vice-pres.; R. Prouty, secy.; W. H. Perks, treas.; J. Jeppson, (abrasive div.), W. G. Fallon (refractories div.), H. J. Daly, (electro-chemical div.), E. M. Hicks, (machine div.), gen. mgrs.; R. M. Johnson, vice-pres., chge. of sales; F. L. Curtis (new products), G. A. Park (abrasives), D. L. Price (grinding wheels), R. D. Lawson (machine div.), H. T. Pierpont jr. (refractories div.), sales mgrs.; C. L. Shaw, adv. mgr.; R. A. Reed, asst. adv. mgr.; G. D. Seguin, pur. agt.; H. H. Anderson, asst. pur. agt.; J. D. Dawson, traf. mgr.; E. B. Knowlton, pub. rel. mgr. **Det. Rep.**—W. A. Russell (Abr. div.); C. L. Smith, Mach. div., 5805 Lincoln ave., Detroit 8. **Adv. Agcy.**—J. W. Odlin Co., Worcester, Mass. J. W. Odlin, acct. exec. James T. Chirurg Co., Boston. J. J. Slein, acct. exec.

NOVI EQUIPMENT CO., 25460 Novi rd., Novi, Mich. Automotive air conditioners, auto heaters, governors—mechanical and hydraulic for industrial and auto use, and also for air planes, pistons (machining), radiator fans and crankshaft pulleys, accelerator shaft assemblies. Lewis W. Welch, pres.; C. J. Seaver, exec. vice-pres., gen. mgr.; R. M. Hoffman, secy.-treas.; J. R. McRobert, works mgr.; A. Millington, chief engr.; H. G. Adler, chief engr., gov. div.; J. J. Gaffney, pur. agt.; L. Maltby, traf. mgr. **Adv. Agcy.**—Simon and Gwynn, 3329 Popular ave., Memphis, Tenn.

NUDAY CO., THE, 17510 Wyoming, Detroit 21, Mich. Automobile wheel alignment testing equipment. **Adv. Agcy.**—Brown Art Corp., Detroit, Mich.

NUFFIELD EXPORTS, LTD., Cowley, Oxford, England. Morris, MG, Riley and Wolseley cars. Sir Leonard Lord, K.B.E., chmn.; J. R. Woodcock, vice-chmn., W. Hobbs, secy.; J. W. Malone, dir. and mgr. **Adv. Agcy.** — Dorland Advertising Ltd., London, England.

NU ORM PLANS, INC., 1015 S. La Cienega blvd., Los Angeles 35, Calif. A plan of sales development, and customer relations program. Ruth M. Ormsby, pres.; A. Z. Davis, vice-pres.

NU-WIPE—LACQUERWAX, INC., 57 N. Washington, Plainville, Conn. Wiping tissue, tar remover, liquid wax, cleaner. Charles B. Webster, pres., sales mgr.; Mrs. Ann P. Webster, vice-pres.; Alfred Roy, treas. **Det. Rep.**—Sherman C. Parker, 114 Bradley st., Romeo, Mich.

NYLEN PRODUCTS, INC., U. S. 12, Bridgman, Mich. Grey iron pistons, aluminum pistons, piston pins, cylinder sleeves, sleeve assemblies. John A. Nylen, founder; Martin J. Tretheway, pres., gen. mgr.; Paul Auringer, vice-pres., plant engr.; Richard Brown, secy.-treas.; Donald L. Lawrick, office mgr., pur. agt.; William A. Aldred, eastern and midwest reg. sls. mngr.; R. Wayne Funderburg, western regional sales mgr. **Det. Rep.**—Wm. A. Aldred, U. S. 12, Bridgman, Mich. **Adv. Agcy.**—Mayard Sales & Adv. Counsel, Benton Harbor, Mich.

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O. E. M. PRODUCTS CO., 2342 N. Cicero ave., Chicago 39, Ill. Metal brake lines, spark plug wrenches, garage exhaust removal system adapters and heater fittings and valves. Sam Gale, pres.; Robert C. Sanderson, secy. **Adv. Agcy.**—Burlingame-Grossman, Chicago, Ill. Morrie Harvis, acct. exec.

O & S BEARING & MFG. CO., plant and general offices—777 West Eight Mile rd., Whitmore Lake, Mich. Self lubricating bearings, bushings, tie rod ends, tie rod and drag link assemblies, leaf spring inserts. Universal ball joints for suspension members and control linkage rod ends. Newton Skillman, pres.; Newton Skillman jr., vice-pres. and gen. mgr.; Thomas C. Evans jr., secy-treas.; Fred R. Smith, sales mgr.; Axel W. Kogstrom, chief engr.; T. C. Evans jr., pur. agt.

OAKITE PRODUCTS, INC., 19 Rector st., New York 6, N. Y. Cleaning materials for carburetor, engine, chassis; compounds for crankcase sludge removing, radiator cleaning, rust preventing, rust removing, scale removing, paint stripping; solvent cleaning materials for oil, carbon and grease removing; steam cleaning equipment and materials. J. A. Carter, pres.; D. S. Ball, 1st vice-pres.; H. Liggett Gray, 2nd vice-pres.; E. Lingle, vice-pres.; F. L. Oldroyd, vice-pres. and gen. sales mgr.; V. D. Smith, vice-pres.; James Beckett, treas.; J. J. Basch, res. and prod. dev. mgr.; G. M. Seib, secy.; Stanley L. Remlein, pur. agt.; Fred M. Oliver, mgr., Automotive Div. **Det. Division Mgr.**—T. R. Smith, 8-237 General Motors bldg., Detroit 2. **Adv. Agcy.** — Marsteller, Rickard, Gebhardt and Reed, Inc., New York 16, N. Y. Samuel Wilfeir, acct. exec.

OAKMAN MFG. CO., 6600 E. Nine Mile rd., Van Dyke, Mich. Metal stampings, bumper guards, plated products. Harry Freedland, pres.; Benjamin P. Freedland, exec. vice-pres.; Max E. Derin, vice-pres.; Charles N. Shere, secy.; Leonard Tierman, treas.; Edward Figel, oper. mgr.; Edward R. Shonberg, pub. rel.

OFFENHAUSER EQUIPMENT CORP., 5156 Alhambra ave., Los Angeles 32, Calif. Manufacturer and distributor of automotive power equipment. Fred C. Offenhauser, pres.; James W. Ayles, sales

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Who's Who in the Auto Industry

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mgr.; Carl Offenhauser, chief engr. **Det. Rep.**—Factory direct.

OHIO CRANKSHAFT CO., THE, 3800 Harvard ave., Cleveland 5, O. Induction heating equipment, camshafts, crankshafts. F. H. Pettay, pres.; M. J. Hoke, vice-pres.; W. E. Benninghoff, vice-pres., gen. mgr.; P. T. Koenig, secy.-treas.; A. H. Schott, works mgr.; L. C. Schweitzer, sales mgr.; H. B. Osborn jr., adv. mgr.; P. N. Sorenson, serv. mgr.; C. A. Tudbury, chief engr.; B. D. Seidel, pur. agt.; F. V. Mika, serv. parts mgr.; F. Nemeth, traf. mgr. **Det. Rep.** — W. K. Ginman, dist. mgr., 30100 Stephenson hwy., Madison Heights, Mich. **Adv. Agcy.** — Carr Liggett Advertising, Inc., Cleveland 14, O. John F. Wilson, acct. exec.

OHIO PISTON CO., THE, 5340 Hamilton ave., Cleveland 14, Ohio. Pistons, piston pins, cylinder sleeves, cylinder sleeve assemblies. K. McKinley Smith, pres.; E. Gough, treas.; C. F. Buker, sales mgr.; W. K. Sidley, vice-pres.; C. J. Winter, pur. agt. **Det. Rep.**—C. R. Long, 428 Barclay rd., Grosse Pointe Farms 36, Mich.

OHIO RUBBER CO., a Div. of The Eagle Picher Co., Willoughby, O. Molded, extruded, rubber-to-metal mechanical rubber products; automobile floor mats, miscellaneous mats, weatherstrip, tubing, vibration mountings, handle grips, semi-pneumatic tires (wheel goods, industrial, agricultural), defroster hose, tracks for track-laying vehicles (military and industrial), flexible vinyl parts and perforated materials. Products manufactured from natural, synthetic and silicone rubbers in all sizes, shapes and colors for original equipment and industrial applications by automotive, agricultural, wheel goods, appliance electrical, sporting goods and other manufacturers. H. F. Safford, pres.; M. J. Marsh, exec. vice-pres.; R. A. Merta, vice-pres. mfg.; K. N. Carter, vice-pres. gen. sales; R. Dean Thomas, vice-pres., mgr. Calif plant; Cyril J. Edwards, vice-pres., automotive sales; A. B. Bourquard, treas.; S. A. Edgell, contr.; R. A. Mertz, plant mgr.; H. W. Schultz, products engr.; R. C. Kremer, fact. mgr.; T. C. Pearson, traf. mgr.; J. D. Clements, pur. agt.; E. H. Witt, pub. rel. mgr. **Det. Rep.**—C. J. Edwards, vice-pres., 2210 Fisher bldg., Detroit 2. **Adv. Agcy.**—G. M. Basford Co., Cleveland, Ohio. G. P. Kurtz, acct. exec.

OIL-DRI CORP. OF AMERICA, 520 N. Michigan ave., Chicago 11, Ill. Manufacturers of Oil-Dri absorbents, Non-Slip paint and dispenser. Nick Jaffee, pres.; Robert D. Jaffee, vice-pres.; Leo P. Jaffee, treas.; Woodrow A. Jaffee, sales mgr.; A. L. Swerdlik, gen. mgr. **Adv. Agcy.**—Burlingame and Grossman, Chicago, Ill. Sam Grossman, acct. exec.

OILGEAR CO., 1560 W. Pierce st., Milwaukee 4, Wis. Fluid power pumps, motors, transmissions, cylinders, valves, accessories. W. G. Prasse, pres.; R. D. Pakenham, secy. and treas.; H. Seifert, works mgr.; F. G. Kuhagen, vice-pres. and sales mgr.; H. L. Crull, asst. sales mgr.; M. E. Engebretson, adv. mgr.; Ernst Wiedman, chief engr.; Harold Jungbluth, pur. agt.; L. Flannery, traf. mgr. **Det. Rep.** — Clarence Paneitz, 10600 Puritan ave. **Adv. Agcy.**—Bert S. Gittins Advertising, Inc., Milwaukee, Wis. Robert Mueller, acct. exec.

OLD REPUBLIC LIFE INSURANCE CO., 307 North Michigan ave., Chicago 1, Ill. Credit life, accident and health insurance. James H. Jarrell, pres.; Arthur J. Cade, exec. vice-pres. and sales mgr.; C. M. McNeill, secy.-treas.; W. K. Poulsom, asst. secy.-treas. and actuary. **Adv. Agcy.** —L. W. Ramsey Co., 230 North Michigan ave., Chicago 1, Ill. Carl J. Dueser, acct. exec.

OLDBERG MFG. CO., 620 7th st., Grand Haven, Mich. Exhaust mufflers. E. R. Hoover, pres., gen. mgr.; C. W. Kitzinger, vice-pres., asst. gen. mgr.; Floyd E. Deremer, vice-pres.; Frank Coburn, secy.; Ralph G. Rule, treas.; Victor D. Evoleff, works mgr.; Hazen S. Carson, dir. of pur.; T. E. Hoover, sales mgr.; Floyd E. Deremer, chief engr.; L. F. Kent, pur. agt.; E. Marod, traf. mgr. **Det. Rep.**—T. E. Hoover.

OLDSMOBILE DIV., General Motors Corp., Townsend st., Lansing 21, Mich. Passenger cars, replacement parts. J. F. Wolfram, gen. mgr. of Oldsmobile Div. and vice-pres. of General Motors Corp.; B. N. Barber, gen. mdse. mgr.; E. W. Schuon, div. comptr.; R. T. Roilis, gen. mfg. mgr.; V. H. Sutherlen, gen. sales mgr.; G. J. Clemeson, asst. sales mgr.; S. F. Mehring, asst. sales mgr.; J. J. Dobbs, exec. asst. to gen. sales mgr.; W. J. Buxton, gen. serv. mgr.; J. H. Handley, parts and acc. mgr.; H. N. Metzel, chief engr.; T. E. Darnton, dir. of pur.; A. S. Corwin, traf. mgr.; M. J. Seaton, sales prom. mgr.; L. F. Carlson, adv. mgr. **Adv. Agcy.**—D. P. Brother & Co., Inc., Detroit, Mich. Val Corradi, acct. exec.

OLIN ALUMINUM, 460 Park ave., New York 22, N. Y. Olin aluminum sheet, coils, bar, rod, extrusions, and other fabricated parts. Walter F. O'Connell, exec. vice-pres.; Albert J. Berdis, vice-pres. oper.; R. C. Dye, dir. sales; C. E. Barnum, sales asst. to dir. sales.

OLIN MATHIESON CHEMICAL CORP., Automotive Products, 10 Light st., Baltimore 3, Md. Puritan brake fluids; penetrant; flushing fluid; shock and jack oil and gasket seals. Pyro antifreeze and radiator chemicals; private label brake fluid and anti-freezes. W. A. King, mgr., automotive prods.; J. E. Moore, sales mgr., jobber accts.; B. A. Bannon jr., asst. to sales mgr.; J. D. Ryan, field sales mgr.; W. E. Barr, field sales mgr.

OLSON CORP., J. B. E., 1740 Broadway, New York 19, N. Y. Aluminum delivery truck bodies and aluminum van panel bodies. Wallace B. Spielman, pres.; Herbert H. Spielman, vice-pres. in chge. of sales; Edward J. Scherer, secy.; Edgar Parker, adv. and sales prom. mgr.; Charles R. Denson, parts mgr. **Det. Rep.** —J. John Smith, Detroit 2, Mich. **Adv. Agcy.**—Philip I. Ross, 38 East 57 st., New York City.

OLSON CO., INC., ROBERT E., Motaloy Mfg. Corp., So. Texas bldg., San Antonio 5, Texas. Motaloy engine reconditioner. Robert E. Olson, pres.; J. W. Dorgan, secy.; Natalie Thaddeus, traf. mgr. **Adv. Agcy.** — Glenn Advertising, Inc., San Antonio, Texas. Mr. Slick, acct. exec.

ONEIDA PRODUCTS, Div. Henney Motor Co., Inc., Canastota, N. Y. Bus bodies, sheet and metal work, C. Russell Feldmann, pres.; C. W. Trout, vice-pres., sales dir.; Prentice Borden, vice-pres., oper.; Joseph V. McKee jr., secy.-treas.; C. B. Miller, contr.; D. E. Burns, asst. treas.; Harold R. Turner, chief engr.; B. R. Crowell, pur. agt.; Julio Zuniga, export mgr.; William T. DeCapua, works mgr.

ORRVILLE BODY CO., W. Pine st., Orrville, O. Truck, crane, grader, crane carrier cabs, and sheet metal parts. John A. LeChot, pres., treas.; Wallace G. Vetter, vice-pres., secy. and gen. mgr.; R. D. Hoffman, chief engr.; Robert Shearer, pur. agt.; George Hanson, acct. mgr.; Donald Musser, prod. mgr.; Herbert Sollenberger, pub. rel. mgr.

ORRVILLE METAL SPECIALTY CO., 1330 N. Main st., Orrville, O. Truck, road machinery and truck sleeper cabs, sheet metal assemblies. Julius Fejes, pres.; John C. Halloran, vice-pres.; Harold C. Krope, secy.; Robert C. Seiwert, treas.; Dwight Bowers, works mgr.; Roger H. Berkey, chief engr.; R. H. Bender, pur. agt.; Merl Haley, traf. mgr. **Det. Rep.**—M. S. Owens, 835 Harcourt dr., Grosse Pointe.

ORSCHELN BRAKE LEVER MANUFACTURING CO., 1177 N. Morley, Moberly, Mo. Emergency brake levers. W. C. Orschein, pres.; E. J. Orschein, vice-pres.; E. G. Orschein, secy.-treas.; W. T. Goon, works mgr.; Charles M. Hirst jr., exec. engr.; H. G. Brown, asst. chief engr.

OSBORN MANUFACTURING CO. (Brush Div.), 5401 Hamilton ave., Cleveland 14, O. Industrial brushes and brushing machines. Franklin G. Smith, bd. chmn.; Norman F. Smith, pres.; E. V. Dowden, vice-pres. and mgr. Brush Div.; R. O. Peterson, vice-pres., eng.; E. L. Andrews, secy.; J. P. Gaeth, treas.; A. J. Chandler, sales mgr.; R. M. West, adv. and sales prom. mgr.; R. E. Kratzert, sales serv. mgr.; S. J. Futty, pur. agt.; V. E. Kwiatt, traf. mgr. **Det. Sales Office:** 10701 W. McNichols rd., Detroit 21, Mich. **Adv. Agcy.**—Griswold-Eshleman Co., Terminal Tower, Cleveland 13, O. W. J. Pelich, acct. exec.

OSBORN MANUFACTURING CO. (Machine Div.), 5401 Hamilton ave., Cleveland 14, O. Foundry molding machines and equipment. Franklin G. Smith, bd. chmn.; Norman F. Smith, pres.; Leon F. Miller, vice-pres.; E. L. Andrews, secy.; J. P. Gaeth, treas.; E. K. Hatch, asst. mgr.; E. B. Smith, sales mgr.; E. J. Texler, asst. sales mgr.; R. M. West, adv. and sales prom. mgr.; S. J. Futty, pur. agt.; V. E. Kwiatt, traf. mgr. **Det. Sales Office:** 10701 W. McNichols rd., Detroit 21, Mich. **Adv. Agcy.** — Griswold-Eshleman Co., Terminal Tower, Cleveland 13, O. W. J. Pelich, acct. exec.

OTIS ELEVATOR CO., 260 Eleventh ave., New York 1, N. Y. Passenger elevators, freight elevators, moving stairs (escalators), elevator entrances, electric dumbwaiters, hoists. LeRoy A. Petersen, pres.; Fayette S. Dunn, secy.; H. R. Fardwell, treas.; E. W. Hines, vice-pres., chge. of sales; Donald Shannon, pub. rel. mgr.; G. H. Gotthardt, adv. mgr.; J. F. Lawson, serv. mgr.; A. W. Paulson, chf. engr.; S. P. Collins, pur. agt.; M. J. Cavanaugh, pass. traf. mgr. **Det. Rep.**—V. G. Hahn, 950 W. Fort st., Detroit 26, Mich. **Adv. Agcy.**—G. M. Basford Co., 60 E. 42nd st., New York 17, N. Y. J. C. Snape, vice-pres., acct. exec.

OUIMET STAY & LEATHER CO., 31 Monument st., Brockton 64, Mass. Fender welt, wireon, hidem, cord welt, gimp, bias binding. Emil R. Ouimet, treas.; E. Arthur Rivoire, sales mgr.

OVERHEAD HEATERS, INC., 1612 Book bldg., Detroit 26, Mich. Overhead oil-fired heaters for space heating garages, warehouses, industrial plants, service stations. T. E. Trese, pres. and gen. mgr.; A. J. Schuttis, secy.; N. E. Trese, vice-pres. and treas.; L. J. Perron, asst. gen. mgr. **Adv. Agcy.**—E. C. Watkins & Co., Detroit, Mich. E. C. Watkins, acct. exec.

OWATONNA TOOL CO., 348 N. Cedar st., Owatonna, Minn. A. R. Kaplan, pres.; R. R. Barnard, secy.; Robert Allyn, gen. sales mgr.; John Mullenmeister, ind. sales mgr.; J. P. Heihn, adv. mgr.; D. J. Kaplan, chief engr.; C. P. Kaplan, pur. agt.

OWENS-CORNING FIBERGLAS CORP., National Bank bldg., Toledo 1, O. Fibrous glass thermal and acoustical insulations, fiberglass re-enforced plastics, fibrous glass textile products, fibrous glass mat products, fibrous glass molded products. Harold Boeschenstein, pres.; W. P. Zimmerman, exec. vice-pres.; J. M. Briley, vice-pres., gen. counsel; Games Slayter, vice-pres., research; J. H. Thomas, vice-pres. and gen. mgr., Textile div.; W. M. Keller, vice-pres., sales mgr. (Textile Prod. Div.), 16 E. 56th st., New York, N. Y.; L. R. Kesseler, vice-pres. and gen. mgr.; (gen. prod. div.); B. E. Boyd, vice-pres. mfg.; H. R. Winkle, fin. vice-pres. and treas.; Ben S. Wright, vice-pres., pur. and trade rel.; C. G. Staelin, secy.; E. W. Smith, vice-pres.; E. J. Detgen, vice-pres., gen. sales mgr.; W. D. Crelley, adv. dir.; W. J. Stroud, mgr. transp. sales; G. K. Hammond, mgr. auto. sales; Wm. Boeschenstein, Detroit branch mgr. **Det. Reps.**—H. T. Cusic, T. J. Fairhurst. **Adv. Agcy.** — McCann-Erickson, Inc., New York. F. Anderson, acct. exec.

OWOSSO MFG. CO., Div. of The Mitchell-Bentley Corp., 108 N. Chipman st., Owosso, Mich. Automotive trim, automotive bodies. Don R. Mitchell, pres.; Calvin P. Bentley, chmn. of bd.; Wm.

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Who's Who in the Auto Industry

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P

P & C TOOL CO., P. O. Box 5926, Milwaukee Branch, Portland 22, Ore. Mechanics hand tools. J. Earl Jones chmn. of bd.; B. H. McClain, pres.; A. L. Platky, sales mgr.; C. W. Geist, treas.; R. Olson, works mgr. **Adv. Agcy.**—Pacific National Advertising Agency, Portland, Ore. George Griffis, acct. exec.

P & D MFG. CO., INC., 1902 Steinway st., Long Island City 5, N. Y. Ignition replacement parts, coils, voltage regulators, distributors and fuel pumps. Peter Piffath, pres.; Ralph Piffath, vice-pres.; Gerald Piffath, secy.; Berthold Danziger, treas.; C. S. Rogers, gen. mgr. **Adv. Agcy.**—LaPorte and Austin, New York, N. Y.

P & G MANUFACTURING CO., 305 N. E. Russell st., Portland 12, Ore. P & G valve-gappers for gas and diesel engines; P & G Cam-Chek-Instrument for quick positive measurement of cam lift or wear. John K. Paulson, pres.; H. Gordon Green, vice-pres., pub. rel. mgr.; Paul O'Connor, secy.; Stanley Miller, chf. engr.; Bob Groshart, gen. mgr.; A. T. Schutz, sales mgr.; Virgil Burghard, traf. mgr.; Bob Greenlee, adv. mgr.; Raymond Paulson, pur. agt. **Det. Rep.**—Edward E. Walter, 16950 Buckingham, Birmingham, Mich. **Adv. Agcy.**—Richard Montgomery, & Associates.

P. O. B. MFG. CO., INC., 3215 Colerain ave., Cincinnati 25, O. Sealing compound, rubber cements. Joseph A. Gutting, vice-pres. and gen. mgr. **Det. Rep.**—R. Grey Firth, 22285 Michigan ave., Dearborn 7, Mich.

PAASCHE AIRBRUSH CO., (Div. of Cline Electric Mfg. Co.), 1909 West Diversey pkwy., Chicago 14, Ill. Spray guns, booths, spray painting equipment, air-compressors, airpainting units, automatic lubricating systems. P. Benke, vice-pres., gen. mgr., secy.; E. H. Hanson, asst. sales mgr.; W. A. Sharman, contr.; J. Welch, adv. mgr.; E. W. Berg, chief engr.; L. R. Stensland, pur. agt.; B. Hadala, asst. pur. agt. **Det. Rep.** — J. Ebert, 4470 Cass ave., Detroit 1, Mich.

PACE CORP., 7047 E. 8 Mile rd., Base Line, Mich. Metal stampings, welding and assembly, automatic screw machinery. L. C. Pace, pres., treas. and gen. mgr.; D. O. Corey, vice-pres., works mgr.; K. M. Kiner, sales mgr.; Chas. Jayne, chief engr.; J. Hunter, pur. agt.

PACIFIC FINANCE CORP., 621 S. Hope st., Los Angeles 17, Calif. Automobile financing, personal loans, multiple lines insurance. Maxwell C. King, pres.; G. A. Bigley, exec. vice-pres.; B. C. Reynolds, vice-pres., secy.; E. A. Smith, vice-pres. and treas.; Elliott Taylor, vice-pres. and asst. to pres.

PACIFIC LUBRICANTS CO., 5807 E. Beverly blvd., Los Angeles, Calif. Industrial and automotive molybdenum oils and greases. Ernest J. Newhouse, pres.; Bobbie O'Boyle, secy.; Jewel Ward, treas.; John Merlino, pur. agt.; Walter Wall, works mgr.; Ben Hintze, adv. mgr. **Det. Rep.** — Knight and Associates, 18911 Schoolcraft, Detroit, Mich. **Adv. Agcy.**—Vanderboom, Hunt and McNaughton, Inc., Los Angeles.

PACIFIC MILLS AUTO FABRICS, Div. of Pacific Mills Domestics Corp., 1430 Broadway, New York 18, N. Y. M. G. Gay, vice-pres.; Lee F. Coy, mgr. **Det. Rep.**—Nelson A. Butler, 408 Fisher bldg.

PACKARD ELECTRIC DIV., General Motors Corp., Warren, O. B. N. MacGregor, gen. mgr.; C. C. Rigsby, fact. mgr.; R. J. Montgomery, gen. sales mgr.; C. B. Hamilton, mgr. orig. equip. sales; R. W. Henry, Chicago dist. mgr. (equipment); L. H. Huber, western dist. mgr. (equipment); O. L. Hamilton, adv. mgr. and replacement sales suprv.; L. C. Wolcott, chief engr.; D. E. Tritten, procurement mgr. **Adv. Agcy.** — Campbell-Ewald Co., Detroit, Mich. Craig Miller, acct. exec.

PALM FECHTELER & CO., 85 Maple st. Weehawken, N. J. Decalcomania. Alphonse Blhr, chmn. of bd.; Edwin G. Mettler, pres. and works mgr.; Wm. G. F. Botzow, vice-pres. and secy.; Angelo Perangelo, treas. **Det. Rep.** — Matthew Batus, 21 East Van Buren st., Chicago 5, Ill.

PALMER-BEE CO., Executive offices: Opdyke rd and G.T.R.R., Bloomfield Hills, Mich. **Manufacturing facilities:** Marysville, Mich. Conveyor systems and allied equipment, Beehive automated storage systems, power transmitting machinery, structural and plate fabrication. George A. Bee, pres., gen. mgr.; George R. Kew, exec. vice-pres., gen. sales mgr.; Wm. C. Bee, chge. of Beehive storage system sales; A. J. Leckie, chge. of prod. sales; D. N. Sweeny, secy.; C. F. Deibridge, asst. secy.; E. C. Temple, asst. treas.; J. B. Newman, comptr.; Dean V. Brown, chge. of mfg.; Eric O. Meimer, chf. conveyor engr.; T. Raeside, chf. steel mill engr.; H. J. McIntyre, procurement.

PALNUT CO., 61 Glen rd., Mountainside, N. J. Lock nuts, fasteners. J. R. Hotchkin, pres.; E. L. Johnson, sales mgr. and adv. mgr. **Det. Rep.**—Wm. R. Donaldson, 730 W. Eight Mile rd., Detroit.

PANTASOTE CO., 26 Jefferson st., Passaic, N. J. Coated fabrics, unsupported vinyl film, plastic wall covering material. Hans Wyman, pres.; Messrs. C. A. Wyman, H. W. Wyman, John D. Foley, S. D. Maloney, vice-presidents; J. Scholer, secy.-treas.; John D. Foley, works mgr.; S. D. Maloney, sales mgr.; R. A. Johnson, chief engr.; E. D. Randall and J. F. Cutschalk, pur. agt.

PARAMOUNT FABRICATING CO., 1644 W. Lafayette, Detroit 16. Body hardware, hinges. John C. Griffin, pres. and gen. mgr.; Clare A. Jakeway, secy.-treas.; Merle A. Knight, prod. mgr.; Howard M. Davidson, sales mgr.

PARISH PRESSED STEEL DIV. of Dana Corp., Reading, Pa. Passenger car and truck frames, truck side rails, farm machinery, railroad car, heavy welded and machined assemblies, metal parts for missile programs. H. B. Bartlett, gen. mgr.; O. G. Carner, asst. secy.; S. L. Whitehall, sales mgr.; M. L. Fox, chf. engr.; J. B. Marquette, dir. of pur. **Adv. Agcy.**—Beaumont, Heller & Sperling, Inc., Reading, Pa.

PARK CHEMICAL CO., 8074 Military ave., Detroit 4, Mich. Automotive chemicals and polishing products. W. P. Woodside jr., pres.; H. D. Kitchen, exec. vice-pres., secy.; P. H. Kramer, vice-pres. res. and mfg.; C. R. Foreman, vice-pres. sales; L. M. Olson, sales mgr. auto chemicals div. **Adv. Agcy.**—Marvin Hahn Adv., Detroit, Mich. Marvin Hahn, acct. exec.

PARKER APPLIANCE CO., 17325 Euclid ave., Cleveland, O. Tube and hose fittings, synthetic rubber o-rings, custom molded rubber parts, hydraulic valves and accumulators. S. B. Taylor, pres., gen. mgr.; R. W. Cornell, D. W. Holmes, R. H. Davies, vice-presidents; F. E. Buescher, secy.; H. C. Cogan, treas.; D. A. Cameron, gen. sales mgr.; S. E. Voran, adv. pub. rel. and sales prom. mgr.; Paul Kozak, asst.; H. H. Krause, pur. agt. **Det. Reps.**—R. G. Miller, 963 Floyd rd., Birmingham, Mich. and A. N. Aiman, Farmington, Mich. (Rubber Products). **Adv. Agcy.** — Fuller & Smith & Ross, Inc., Cleveland, O. John McKinven, acct. exec.

PARKER-KALON DIV., General American Transportation Corp., Clifton, N. J. Self-tapping screws, socket screws, screwnails, masonry nails, wing nuts. Louis Goldburg, pres.; Eli Ogulnick, gen. mgr.; Harold Rosenberg, works mgr.; S. S. Kahn, gen. sales mgr.; Harold Eifenbein, mktg. and adv. mgr.; C. J. Geis, sales prom. mgr.; Louis Lovisek, chief engr.; Robert Tulin, pur. agt.; Matty Breen, traf. mgr.; P. J. Hagan, mgr. employe rel. **Det. Rep.**—Gordon Mitchell, 1614 Kales bldg. **Adv. Agcy.** — Edward H. Weiss & Co., Inc., 360 N. Michigan blvd., Chicago, Ill. B. G. Bromberg, acct. exec.

PARKER PRODUCTS, INC., 1415 Washington ave., S. Minneapolis 4, Minn. Tailored and universal seat covers, directional signals, bug screens, scuff pads, etc. Rudy Luther, pres.; K. C. Glaser, vice-pres. and secy.-treas.; V. O. Abramson, vice-pres. and gen. mgr.; Larry Paquay, chief engr.; Romy Rosen, works mgr.; Don Olson, sales mgr. exporter; Sanmar Tool & Equipment, 110 Washington st., New York, N. Y.

PARKER RUST PROOF CO., 2174 E. Milwaukee ave., Detroit 11, Mich. Metal finishing and cold forming processes. W. M. Cornelius, chmn. of bd.; R. W. Englehart, pres.; G. E. Luke, vice-pres.; M. B. Roosa, vice-pres., sales; J. F. Rankin, treas.; M. V. Wallace, secy.; W. W. Seeley, compt.; N. A. Baker, chief engr.; E. B. Thompson, gen. sales mgr.; E. W. Richards, tech. dir.; R. I. Peterson, serv. mgr.; J. W. Helms, adv. and pub. rel. mgr. **Adv. Agcy.**—Fred M. Randall Co., Detroit, Mich. L. Crooks, acct. exec.

PARKER WOLVERINE DIV., The Udylite Corp., 2531 Scotten ave., Detroit 9, Mich. Bonderizing, priming, finish enameling, lacquering, graining and assembling. C. H. Reeme, pres.; L. V. Nagle, exec. vice-pres.; H. S. Maynard, secy.; A. L. Barak, treas.; Willis Bartski, gen. mgr.; R. C. Tress, adv. mgr. **Adv. Agcy.**—Zarker Advertising Co., Detroit, Mich.

PARKWAY AUTO SEAT COVER CO., INC., 2015 Revere Beach pky., Everett, Mass. Auto seat covers. Mitchell Weiner, pres.; Bernie Robbins, vice-pres.; Abraham Steinhart, treas.; David Shea, works mgr.; Barney Karras, sales mgr.

PATTERSON, WM. N., 518 Maccabees bldg., Detroit 2, Mich. Vibra-pneumatic industrial cleaner. Wm. N. Patterson, owner.

PAUL-MARSH CO., 520 W. Fort st., Detroit 26, Mich. Hydromatic Transmission Service Manual. Marshall Chambers, pres.; Paul W. Georgeau, vice-pres. **Det. Rep.**—George H. Williams, 520 W. Fort st.

PEER, INC., 1200-48 Milton st., Benton Harbor, Mich. Battery chargers and resistance welding equipment. Alton B. Parrott, pres.; Robert A. Howard, chief engr. **Adv. Agcy.**—Maynard Sales and Advertising, Benton Harbor, Mich.

PEERLESS NOVELTY CO., 105 Fulton, Grand Haven, Mich. Sun visor hardware, ash receptacle, miscellaneous stampings, finished and unfinished. Warren H. Stansberry jr., pres. and gen. mgr.; Arthur C. Kieft, vice-pres.; George W. Pardee, sales mgr.

PENFIELD PETROLEUM PRODUCTS, INC., 136-30 38th ave., Flushing 54, N. Y. Motor oils, automotive chemicals, anti-freeze, motor cleaner and conditioner, automotive transmission fluid, oil filter replacements, greases. Dave Salzberg, pres.; Monroe Greenberg, secy.-treas.

PENN FIBRE & SPECIALTY CO., INC., 2030 E. Westmoreland st., Philadelphia 34, Pa. Vulcanized fibre and laminated phenolic sheets, rods and tubes; washers for carburetors and electrical insulation, vulcanized fibre body working tools. C. Cooper Davis, pres., gen. mgr.; William K. Davis, vice-pres., sales, adv. and pub. rel. mgr.; William H. Frey, secy.-treas. and pur. agt.; Thomas Booth, works mgr.; Frank Franks, chief engr.; Elwood Ollis, traf. mgr.

PENNSYLVANIA GRADE CRUDE OIL ASSOC., P. O. Box 96, Oil City, Pa. Research, advertising and licensing agency for producers, refiners and marketers Pennsylvania crude oil and its products. C. A. Chipman, Bolivar, N. Y., pres.; G. J. Hanks, Box 78, Oil City, Pa.; A. C. Simmons, Bradford, Pa., vice-presidents; F. B. Dow, 930 Munsey bldg., Washington, D. C., vice-pres., gen. counsel; Samuel Messer, Quaker State Oil Ref. Corp., Oil City, Pa., treas.; W. C. Wenzel, P. O. Box 96, Oil City, Pa., exec. mgr. **Adv. Agcy.** — Meldrum & Fewsmith, Inc., Cleveland, O. A. B. Meldrum, acct. exec.

PENNSYLVANIA REFINING CO., Butler, Pa. Paul R. Beck, pres., treas.; Meredith Hindman, sales vice-pres.; John A. Beck jr., mfg. vice-pres.; Dale T. Glenn, vice-pres. of Cleveland branch; Meredith H. Hindman, secy.; George A. Beck, pur. agt.; C. M. Deets, traf. mgr. **Adv. Agcy.**—Downing Industrial Adv., Inc.

PENNSYLVANIA REFINING CO. (Gum-

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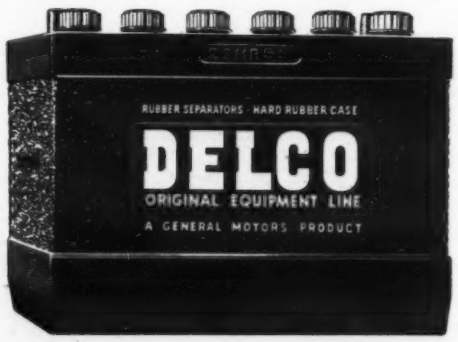
sell the battery your customers know is fresh-Delco Dry Charge!

It's easy to tame a customer with a chip on his shoulder. Show him how you stock Delco Dry Charge batteries. Bone dry! This is why Delco Dry Charge batteries *can't* get old before they're sold!

Next, pour in the electrolyte. Tell your customer that this releases all the raring-to-go, factory-fresh power—that he won't even have to wait for a booster charge, because Delco Dry Charge batteries don't need it.

Another way to calm down a hot-under-the-collar customer is to show him Delco's long-life warranties. Tell him they're backed by Delco and General Motors, and that they are good all over the United States and in Canada, too.

Delco Dry Charge batteries come in all sizes, prices and capacities—and they're quality-built to please even the most demanding customer.



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Who's Who in the Auto Industry

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est Div.), 2686 Lisbon rd., Cleveland 4, O. Carburetor cleaner, motor oils, greases, gear lubricants, anti-freeze. Paul R. Beck, pres.; Dale T. Glenn, vice-pres.; Carl E. Bailey, plant supt.; J. H. Hughey, mktg. mgr.; Robert W. Lackner, sales mgr.; Grafton Fenker, dir. of research; John H. McClung, pur. agt.; Carl A. Weinsz, traf. mgr. **Det. Rep.**—C. W. Roy and E. A. O'Connor, 2970 W. Grand blvd. **Adv. Agcy.** — Aitkin-Kynett Co., Philadelphia, Pa. H. B. Montgomery, acct. exec.

PENNSYLVANIA SALT MFG. CO., Three Penn Center Plaza, Philadelphia 2, Pa. Metal cleaners, drawing lubricants, phosphatizers, Foscoat and Fosbond process. Wm. P. Drake, pres.; Edward F. Beale, vice-pres.; Lee H. Clark, vice-pres.; A. H. Clem, gen. mgr., chem specialties div.; Hugh Land, gen. mgr., ind. chem. div.; Robert T. Mills, adv. mgr.; R. W. Schackerman, pur. agt.; J. G. Robinson, traf. mgr.; W. A. Bishop, pub. rel. mgr. **Det. Rep.**—E. G. Warren, 2328 Buhl bldg., Detroit, Mich. **Adv. Agcy.** — Geare-Marston, Philadelphia, Pa. Jack Coverly-smith, acct. exec.

PENNSYLVANIA TIRE CO., Mansfield, O. Tires, tubes, batteries, Schrader goods, tread rubber and repair materials. E. V. Duffy, vice-pres.; H. B. Carpenter, vice-pres., mgr., govt. and mfrs. sales; D. E. Kirkpatrick, adv. sales prom. mgr.; F. G. Schmidt, asst. sales mgr.; N. W. Graham, mgr. stock regulation and prod. control; W. M. Hardy, mgr. export div. **Adv. Agcy.**—Fuller, Smith & Ross, Inc., Cleveland, O. Ed Martin, acct. exec.

PENNZOIL DIV., South Penn Oil Co., Seneca st., Oil City, Pa. Motor oil, gasoline and lubricants. W. S. Zehrung sr., vice-pres.; A. W. Clinger, vice-pres. and mgr. wholesale sales; E. F. Johnson, adv. mgr.; D. G. Proudfoot, vice-pres. lub. sales; A. V. Hoffman, vice-pres. ref.; J. G. Miller, vice-pres. gasoline sales; C. H. Thumm, export mgr.; R. M. Henry, pur. agt. **Adv. Agcy.**—Fuller, Smith and Ross, Inc., 1501 Euclid ave., Cleveland, O. E. F. Johnson, acct. exec.

PERFECT CIRCLE CORP., 522 S. Washington, Hagerstown, Ind. Piston rings and expanders, Plastigage, bearing adjusters, piston Nurlizers, Manulathes, cylinder sleeve castings. Ralph R. Teetor, pres.; Don H. Teetor, vice-pres., sales; Daniel C. Teetor, vice-pres., mfg.; Wm. B. Prosser, vice-pres., gen. mgr.; Blair Martin, asst. sales mgr. mfg.; J. W. Kern, replacement sales mgr.; Robert Jackson, asst. sales mgr.; Herman Teetor, dir. adv.; John Senn, adv. mgr.; W. B. Hartley, gen. pur. agt.; Leland Davis, traf. mgr. **Det. Reps.**—Walter Johnson, Robert Swearingen, Robert Gleason, George Frandsen, asst. sales mgrs., 10438 McNichols rd. W., Detroit 21. **Chicago Reps.**—Joe Reed, Len Ganderton, Leo Hunter, asst. sales mgrs., 522 Church st., Evanston, Ill. **Adv. Agcy.**—Henri, Hurst and McDonald, Inc., Chicago, Ill.

PERFECT EQUIPMENT CORP., 804 W. Morgan st., Kokomo, Ind. Wheel balance weights for cars and trucks. Hilda S. Buck, pres.; Mabel L. Smissen, vice-pres.; Wm. P. Smissen, secy., treas., gen. mgr.; E. W. Roll, sales mgr.; Leonard A. Gibson Plant supt. **Det. Rep.**—W. A. Bottle, 14343 Forrer ave. **Adv. Agcy.**—Western Advertising Agency, Chicago, Ill. Paul Limerick, acct exec.

PERFECTION AUTOMOTIVE PRODUCTS CORP., 925-33 W. Elizabeth, Detroit 1, Mich. Speedometer cables and assemblies, spotlights, tachometer cables, foglights, driving lights, muffler clamps and tail pipe brakets, hood and body accessories, choke and hood controls, truck mirrors, clearance lights, reflectors. S. Jos. Wallach, pres.; M. K. Wallach, treas.; C. J. Ash, secy.; Jerome M. Ash, sales mgr.; Harry Osterhaudt, pur. agt.; A. Spader, traf. mgr. **Det. Rep.**—Jerome M. Ash, 925 W. Elizabeth.

PERFECTION GEAR CO., 152nd and Vincennes, Harvey, Ill. Gears, shafts, transmissions, differentials, transfer case. D. H. Daskal, pres., gen. mgr.; S. R. Wolff, vice-pres., sales mgr.; G. H. Daskal, secy., chief engr.; D. Davis, treas.; Geo. Daskal jr., works mgr.; Saul Belman, asst. sales; S. E. Ellison, pur. agt. **Det. Rep.** — Leo Styles, 2340 Book Tower. **Adv. Agcy.**—Arthur Mogge, Inc., 333 N. Michigan ave., Chicago, Ill.

PERFECTION STEEL BODY CO., South East st., Galion, O. Hydraulic hoists, power takeoffs, dump bodies, platform stake bodies, hydro-power end gates, hydraulic pumps. Ralph Cobey, pres.; Herbert T. Cobey, vice-pres.; A. Kruger, works mgr.; Martin Kruger, sales mgr.; George Hill, chf. engr.; Paul F. Mitzger, pur. agt.; M. C. Weber, traf. mgr.; Wm. Allwine, per.; L. H. Cleland, truck mfg. and govt. sales; R. N. Rick, adv. mgr.

PERFEX CORP., 500 W. Oklahoma, Milwaukee 7, Wis. Industrial cooling radiators, heat transfer products, coils for refrigeration and air conditioning. I. G. Bohrman, pres., treas.; V. R. Tate, exc. vice-pres., secy.; Fred Andersen, asst. secy., asst. treas.; E. H. Panthofer, vice-pres.; H. R. Wilson, sales mgr.; John Stenger, pur. agt.

PERMACEL TAPE CORP., U. S. Highway No. 1, New Brunswick, N. J. (Sub. of Johnson & Johnson). Permacel industrial tapes, Texcel cellophane tapes, Bondex. G. C. Riegger, pres.; E. A. Gaudette, contr.; G. A. Fitzgerald, vice-pres., sales; J. L. Callahan, dir. of cons. prod.; J. De Nois, auto. sales mgr.; B. M. Austin, dir. indus. prod.; G. Straub, auto. prod. mgr.; F. W. Bartle, adv. mgr.; J. S. Bably, pur. agt. **Adv. Agcy.** — The Aitkin-Kynett Co., 1400 South Penn sq., Philadelphia 2, Pa. Martin E. Goldman, partner.

PERMAFUSE CORP., 675 Main st., Westbury, N. Y. Bonding adhesives and equipment; Bonding tape and fluid, ovens, clamping devices and test equipment. S. G. Tilden, pres., treas.; S. G. Tilden jr., gen. mgr.; Frederic C. Fegley, sales mgr.; K. J. Wyman, pur. agt. **Det. Rep.**—M. M. Wendell Co., 8-255 General Motors bldg., Detroit 2, Mich.

PERMATEX CO., INC., 300 Broadway, Huntington Station, N. Y. Automotive chemical items. C. A. Benoit jr., pres.; Epes W. Sargent, dir. of merch.; Zac Drake, gen. sales mgr.; H. C. Fuchs, secy.; E. G. Heeren, treas.; N. S. Clifton, works mgr.; W. B. Corbett, pur. agt.; James Ryan, traf. mgr. **Det. Rep.** — J. Harry Brimmell, 131 S. Dorchester, Royal Oak, Mich. **Adv. Agcy.**—Don Rowe Associates, New York, N. Y.

PERMOLD CO., P. O. Box 70, Medina, O. Aluminum permanent mold castings and sand castings. E. G. Fahlman, pres., treas.; J. E. Fahlman, exec. vice-pres., gen. mgr.; L. E. DeGroat, vice-pres., sales and adv. mgr.; H. R. Doswell, secy.; S. W. Jackson, chief engr.; P. A. Lynch, pur. agt., traf. mgr. **Det. Rep.**—C. L. Lawrence, 929 Washington ave., Mishawaka, Ind. **Adv. Agcy.**—Lee Donnelley Co., Cleveland, O.

PERMUTIT CO., 330 W. 42nd st., New York 36, N. Y. Exhaust gas analyzer, water conditioning equipment and all types of ion exchangers. H. W. Foulds, pres.; S. L. Steinwender, D. J. Saunders, G. N. Proctor and H. L. Beohner, vice-presidents; R. A. Ogden, secy., treas.; A. M. Freeman, adv. mgr.; Eskel Nordell, sales prom. mgr. **Adv. Agcy.**—Cunningham & Walsh, New York, N. Y. William Bunn, acct. exec.

PERRINE BATTERY CORP., 55 Rumford ave., Waltham 54, Mass. Storage batteries. W. F. Price sr., pres.; Saul Dershwin, exec. vice-pres., treas.; M. A. Goldsmith, vice-pres., gen. mgr.; M. M. Yanow, vice-pres., sales mgr.; Martin Scafidi, supt.; Chas. E. Riordan, clerk.

PERRY DIVISION of R. M. Hollingshead Corp., Camden 2, N. J. Cooling system filter. J. A. Vettel, sales mgr.; S. J. Willis, engr.; A. C. Kupris, adv. mgr. **Adv. Agcy.**—Gray & Rogers, 12 S. 12th st., Philadelphia, Pa.

PERRY PRODUCTS CO., New Bloomfield, Pa. Hand cleaners, white wall tire cleaner, leather & leatherette cleaner, powdered car wash. W. C. Makibbin, owner. **Adv. Agcy.**—Adams Associates, Inc., York, Pa.

PESCO PRODUCTS DIV., Borg - Warner Corp., 24700 N. Miles rd., Bedford, O. Hydraulic pumps, valves power package and motors. D. C. electric motors, axial flow fans. R. G. Allen, pres.; J. I. Andreini, vice-pres. mfg.; R. O. Evans, secy.; R. W. Freese, treas.; D. R. Spotz, gen. sales mgr.; R. L. Schroeder, aircraft sales mgr.; H. T. Fielding, ind. sales mgr.; C. H. Hilborn, adv. mgr.; R. J. Mahon, serv. mgr.; M. W. Nesbitt, dir. of engrg.; R. Forestal, pur. agt. **Adv. Agcy.** — The Jayme Organization, Cleveland 18, O. G. N. Havens, acct. exec.

PETCH MFG. CO., 463 York st., Detroit 2, Mich. Factory and general offices. U. S. 23 South, Alpena, Mich. Air and hydraulic cylinders, boosters, accumulators and tanks, hupp threadless hydraulic sub-plates. C. L. Petch, pres.; W. W. Hutcherson, sales mgr.; K. A. Doutt, chief engr. **Det. Rep.**—Factory Office, 463 York st., **Adv. Agcy.**—Hyatt Eby, Detroit 1, Mich.

PETERS & RUSSELL, INC., 501 W. Liberty, Springfield 99, O. Automotive tire pumps, hand and foot operated; bilge and oil change pumps, exhaust deflectors extensions, and car top luggage carriers. L. E. Russell, pres., treas.; H. M. McIntire, asst. to pres., sales mgr., adv.; R. M. Holschue, asst. treas.

PETERSEN MFG. CO., INC., Dewitt, Neb. Wrenches, welding clamps, sheet metal tools, quick - acting C - clamps. William Petersen, pres.; Chris Petersen, vice-pres., chief engr.; Harriet Fort, secy., treas.; Ralph Petersen, gen. mgr., pur. agt.; Alfred Harms, sales mgr.; Richard Petersen, sales prom. mgr. **Adv. Agcy.**—Buchanan - Thomas Advertising Co., Omaha, Neb.

PETERSON WELDING LABORATORIES, INC., 1423 Virginia, Kansas City 6, Mo. Precision armature lathes and mica undercutters, complete armature shops, armature growlers. Surface grinders, welding flux, P-B screw-in valve seats. D. R. Peterson, pres.; P. J. Parker, vice-pres., gen. mgr.; Stanley Otto, plant mgr.; Mrs. H. Stewart, traf. mgr.; Richard Goss, sales mgr. **Det. Rep.**—Tom Coughtrie, 5637 Summit st., Sylvania, O. **Adv. Agcy.**—Lawrence S. Covington, Advertising Agcy., Kansas City, Mo. L. Covington, acct. exec.

PETROLEUM CHEMICALS CO., P. O. Box 856 Danville, Ill. Brake fluids, anti-freezes, automatic transmission fluids, waterless hand cleaners, motor oils and greases. Joe Swift, gen. mgr.; W. L. MacArthur, sales mgr.; J. H. Garvey, special rep. **Det. Rep.**—L. Roy Johnson & Son, 1936 Harry st., Saginaw, Mich. **Adv. Agcy.**—Root & Pace, Danville, Ill. James V. Root, acct. exec.

PETROLEUM SOLVENTS CORP., 331 Madison ave., New York 17, N. Y. Siloo, Loosite, Petisol. Raymond N. Greif, pres., sales mgr.; Joseph Staff, vice-pres.; Pat Paolise, prod. mgr. **Adv. Agcy.**—Murray Furman Advertising Agency.

PHEOLL MFG. CO., 5700 W. Roosevelt rd., Chicago 50, Ill. Machine, tapping, thread cutting, sems, metallic drive, cap and set screws; bolts and nuts. Mason Phelps, pres.; N. J. Sell, asst. to pres., secy.; Wm. T. Ylvisaker, vice-pres., gen. mgr., commercial div.; R. G. Bartolme, treas. **Det. Rep.**—Ray Thomas, 626 Harper ave., Detroit 2, Mich. **Adv. Agcy** — Cramer-Krasselt Co., Milwaukee, Wis.

PHILCO CORP., C and Tioga sts. Philadelphia 34, Pa. Auto radios. James M. Skinner jr., pres.; Lionel Searle, vice-pres., gen. mgr. auto div.; Charles F. Steinruck jr., secy.; William R. Wilson, treas.; F. D. Whitten, serv. mgr.; W. H. Oelkers, vice-pres., pur.; William Wight, pub. rel. dir. **Det. Rep.**—Martin F. Shea, vice-pres., auto. div., Philco Corp., 263 Livernois ave., Ferndale 20, Mich.

PHILLIPS MFG. CO., 3475 W. Touhy ave., Chicago 45, Ill. Vapor degreasers, metal cleaning machinery. John M. Bash, pres.; L. R. Anderson, secy.treas.; H. L. Burnham, sales mgr. **Adv. Agcy.**—Armstrong Adv., Chicago, Ill.

PICK MFG. CO., 133 Oak st., West Bend, Wis. Brake shoes, emergency brake bands, oil filters and cartridges. Carl Pick, pres., treas.; Alan E. Pick, vice-pres.; Robert B. Pick, secy.; W. J. Dooley, sales mgr.

PIERCE GOVERNOR CO., INC., 1625 Ohio ave., Anderson, Ind. Engine and mechanical governors, torque converter governors, automatic chokes, fuel regulators, hydraulic valves, controllers, regulators. Carl V. Rice, pres.; Ralph McCreary, secy., treas.; Leland E. Boren, vice-pres., gen. mgr.; F. D. Biddle, sales mgr.

PIGEON MANUFACTURING, Pigeon, Mich. Sheet metal fabrication. E. G. Wettlaufer, pres.; A. L. Corsini, vice-pres.

PILOT MFG. CO., South pl., Battle Creek, Mich. Automobile tow-bars. M. Hayman, pres., gen. mgr., sales, adv. mgr., pur. agt.; B. Russell, vice-pres., secy.-treas.; P. Hicks, fcty. prod. mgr.

PIONEER CHEMICAL & MFG. CO., 9812 Meech ave., Cleveland 5, O. Phenolic plastic finish, plastic cloth, plastic metal, plastic cloth and metal kits, floor resurfacing units, roof coating, industrial maintenance materials, cold solder, water softeners, fire and heat retardant paint. Frank S. Wright, gen. mgr.

PIONEER PRODUCTS, Div. of Witco Chemical Co., 75 E. Wacker dr., Chicago 1, Ill. Witcote No. 4 undercoating, Pioneer undercoating, vibration dampeners, protective coatings. M. Minnig, pres.; J. J. Tumpeer, gen. sales mgr.; J. A. Raggio, eastern sales mgr.; C. Bobbe, midwest sales mgr.; W. C. Walker, adv. mgr. **Adv. Agcy.**—Hazard Adv. Co., New York. Wm. Mordwin, acct. exec.

PIONEER SPECIALTY CO., 6537 Russell, Detroit 11, Mich. Manual—vacuum and electrically operated antennae, automotive wire assemblies. H. T. Nash, vice-pres., gen. mgr.; E. P. Geyer, works mgr.; J. T. Lynch, sales mgr.; R. S. Paul, chief engr.; M. Atkins, pur. agt.; E. Carlson, chief research and development engr.

PIONEERS, INC., 2411 Grove st., Oakland 12, Calif. Battery AD-X2, Jess M. Ritchie, pres.; W. M. Hager, vice-pres.; Valera Ritchie, secy.-treas.; W. M. Hager, pur. agt. **Adv. Agcy.** — George C. McNutt, Oakland, Calif.

PITTSBURGH PLATE GLASS CO., 1 Gateway Center bldg., Pittsburgh 22, Pa. Safety and safety sheet glass, multiplate bullet-resisting, Herculite tempered and Solex heat-absorbing glass, all types of curved and flat glass, fiber glass. Automotive finishes, paints, varnishes, lacquers, motor driven industrial brushes and sundries. David G. Hill, pres.; Charles R. Fay, vice-pres.; Howard B. Brown, secy.; John C. Fleming, treas.; M. W. Marshall, sales mgr. (ind. glass); Howard Mather, sales mgr. (ind. finishes); W. L. Tomlinson, mgr. (auto glass sales); Charles E. Barby, Detroit sales mgr. (fiber glass); Robert W. Wardrop, mgr., Detroit warehouse, 6045 Hamilton ave.; Michael Batenburg, dir. information services; Ross Fernow, adv. mgr. (glass); J. C. Plunkett, adv. mgr. (fiber glass); M. E. Carlisle, pur. agt.; Richard Boyd, traf. mgr. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, Pittsburgh, Pa. (glass); Maxon Inc., Detroit (paint); Ketchum, McLeod & Grove, Pittsburgh (fiber glass).

PITTSBURGH STEEL PRODUCTS, Div. Pittsburgh Steel Co., Grant bldg., Pittsburgh 19, Pa. Materials handling equipment and construction materials. W. P. Stoughton, mgr. of sales.; T. L. Griffith, asst. mgr. of sales; R. K. Lohman, mgr., materials handling sales. **Det. Rep.**—Michael J. Sonk jr., 324 Fisher bldg. **Adv. Agcy.**—Bond & Starr, Inc., Pittsburgh, Pa. W. G. Smock, acct. exec.

PITTSBURGH TUBE CO., 212 Wood st., Pittsburgh 22, Pa. Butt welded mechanical tubing for automotive and related parts. Jonathon W. Freeman, chmn. of bd.; William K. Hahn jr., pres.; Harold K. Brooks sr., vice-pres., secy.; R. W. B. Hannan, vice-pres., sales; H. M. Peely jr., vice-pres., operations; William C. Kyle, treas.; Herbert W. Martin, asst. treas.; P. V. Moyer, asst. secy.; E. Rodney Hornbake, sales mgr.; H. E. Holby, pur. agt. **Det. Rep.**—Service Steel Co., 1435 Franklin st., Detroit 7, Mich. **Eastern Rep.**—John F. Byers & Co., 1835 65th ave., Philadelphia 26, Pa.

PLASTICON, INC., 9721 Klingerman st., El Monte, Calif. Reinforced plastic auto tops and aircraft tooling and parts. Walter Podolak, pres., treas.; Melvin M. Golob, vice-pres.; James Wood, secy.; Anthony Stevens, gen. mgr.; Darrell Kessler, works mgr. **Adv. Agcy.**—Jordan Advertising, Los Angeles, Calif. Paul Bodine, acct. exec.

PLASTIKON DISPLAYS, 45 N. Division st., Buffalo 3, N. Y. Self-adhering plastic window sign kits for windshields, showroom windows. Plastic signs, posters, cloth banners, pennants, scotchlite, dealer name plates. E. S. Strom, pres.; E. B. Strom, secy.-treas. **Adv. Agcy.**—Baldwin Bowers & Strachan, Inc., Buffalo 2, N. Y.

PLASTI-KOTE, INC., 9801 Harvard ave., Cleveland 5, O. Aerosol pressure paints and lacquers. Herbert D. Fine, pres.; Elias Shapiro, vice-pres., sales mgr.; P. D. Schulman, secy.-treas. **Det. Rep.** — R. Johnson & Co., 20515 Grand River, Detroit 19, Mich. **Adv. Agcy.** — Gerst, Sylvester & Walsh, Inc., Cleveland, O.

PLYMOUTH DIV., CHRYSLER CORP., 6334 Lynch rd., Detroit 31, Mich. Passenger cars. J. P. Mansfield, vice-pres., Chrysler Corp. and pres., Plymouth div.; C. J. Demrick, vice-pres. chge. of mfg.; J. W. Minor, vice-pres. chge. of sales; K. M. Huddleson, compt.; A. W. Steckling, chief engr.; W. H. Wilson, asst. to vice-pres., chge. of sales; F. W. Yale, dir. dealer rels.; L. T. Hagopian, dir. of adv. and sales prom.; G. J. Cutler, dir. of serv.; F. G. Bischoff, dir. of distr.; C. R. Johnston, dir. of mkt. analysis; Frank Fraser jr., dir. of forward planning; C. W. Craig, dir. of pub. rel; James Wangers, sales prom. mgr.; K. G. Pound, sales admn. exec.; W. Landon, asst. dir. of serv.; W. H. Goodson, distr. mgr.; M. N. Schaff, exec. asst. to the pres.; C. D. Light, exec. asst. to vice-pres., chge. of sales; R. J. Pear, mgr. mgmt. pers.; F. L. DeCavitte, operating mgr., Detroit plt.; J. H. Powell, operating mgr., Evansville plt.; L. W. Blanchard, mgr. ind. engr.; W. H. Allen, plt. eng.; J. D. Robson, mgr. pers.; E. D. Farrell, dir. of planning; W. G. Embury, dir. of purch.; F. L. Hook, dir. of quality control; J. K. Livingston, budget dir.; J. M. May, exec. asst. to vice-pres., chge. of mfg.

POL-FLO PAINT SPRAYER CORP., 2622 Stockton blvd., Sacramento, Calif. Quart size paint cup, aluminum construction, electrically equipped for heating paint prior to application. John Polli, pres.; Ettore Guastalli, vice-pres.; James R. Sletten, secy.-treas., gen. mgr. **Adv. Agcy.**—Clifford O. Boggess Advertising, Sacramento, Calif.

POLK & CO., R. L., 431 Howard st., Detroit 31, Mich. Direct mail, city directories, motor statistical and consumers research. Ralph L. Polk, pres.; W. J. Gardner, exec. vice-pres.; Alvin Kropf, secy.-treas.; W. H. Beatty, vice-pres., gen. mgr., direct mail div.; H. H. Blohm, vice-pres., motor statistical div.; C. R. Maxey, prod. mgr.; H. R. Schramm, pur. agt.

POLLAK, JOSEPH, CORP., 75-99 Freeport st., Boston 22, Mass. Automotive switches, aircraft electrical controls. William L. Pollak, pres., gen. mgr.; Joseph Pollak, chmn. bd. of dirs., treas.; vice-presidents: Martin B. Brandt, asst. mfrs. sales mgr.; Henry L. Brandt, mfrs. sales manager, purch. agt.; George M. Hemmer, jobbers' sales mgr.; David I. Shaw, adv., pub. rel. mgr.; Earle Roswell, chf. engr.; William Brown, prod. control; Mrs. Edith Shaw, secy. **Det. Rep.** — Johnston Associates, 18933 James Couzens hwy., Joseph F. Connolly, James J. Burns, acct. execs.

PONTIAC MOTOR DIV., 196 Oakland, Pontiac 11, Mich. Passenger cars. S. E. Knudsen, gen. mgr. and General Motors vice-pres.; Hilda M. Brand, secy.; Robert W. Emerick, dir. pub. rel.; R. L. Norris, compt.; B. E. Starr, gen. mfg. mgr.; E. R. Pettengill, dir. of distribution; A. F. Johnson, mfg. mgr.; R. J. Longpre, prod. mgr.; Frank V. Bridge, gen. sales mgr.; E. D. Foley, sales adm. mgr.; E. J. Chapman, R. E. Thompson, B. A. Kissam, asst. gen. sales mgrs.; B. B. Kimball, adv. mgr.; L. W. Walker, sales prom. mgr.; H. J. Hales, serv. mgr.; A. L. Drury, parts and access. sales mgr.; E. M. Estes, chf. engr.; J. P. Charles, M. J. Garlick, asst. chf. engrs.; M. F. Rummel, pur. agt.; H. J. Peek, asst. pur. agt. (prod.); H. C. Jackson, asst. pur. agt. (non-prod.); J. B. Meidlein, traf. mgr.; G. M. Watson, per. dir.; J. C. Jamieson, exec. asst. chge. of dealer rel. **Adv. Agcy.**—MacManus, John & Adams, Inc., Bloomfield Hills, Mich. Hovey Hagerman, acct. exec.

PORTABLE ELECTRIC TOOLS, INC., 320 W. 83rd st., Chicago 20, Ill. Drills, grinders, saws, sanders, paint brush and roller cleaners, drill kits. A. W. Miller jr., chmn. of bd.; John L. Baker, pres.; George W. Weatherby, vice-pres. chge. of sales; Richard E. Bigelow, vice-pres., secy.; E. P. Wimsen, contr., treas.; Evan W. Wilber, plant mgr., vice-pres.; Walter B. Davis, vice-pres. traf. **Adv. Agcy.**—Marvin Gordon & Associates, 920 N. Michigan ave., Chicago, Ill. Marvin Gordon, acct. exec.

PORTE MFG. CO., INC., factory and office, 3179 Atlantic ave., Brooklyn 8, N.Y. Brake fluid, knee-action and shock absorber fluid, hydraulic jack oil, penetrant, universal joint boots for replacement, needle bearing kits, automatic transmission fluids, hydraulic window fluid, rubber lubricant, gasket cement, black tire paint, windshield cleaner solvent, gasoline anti-freeze. Raphael Porte, pres.; Joseph DeStephano, traf. mgr.

PORTER, INC., H. K. (P-F Automotive div.), 74 Foley st., Somerville 43, Mass. Body and fender repair tools and equipment. J. G. Geddes, pres.; Henry K. Porter, vice-pres.; Harry Webster, vice-pres., sales mgr., trade sales; F. T. Lind, vice-pres., works mgr. **Adv. Agcy.**—Callaway Assoc., Boston, Mass. N. W. Collingwood, acct. exec.

PORTER-CABLE MACHINE CO., 1714 N. Salina st., Syracuse 8, N. Y. Portable electric saws, shapers, sanders, drills, planes, bench grinders. D. J. Ridings, pres.; R. C. Tyo, vice-pres., treas.; L. B. Benham, vice-pres. eng.; John M. Hayes, vice-pres., chge. of mfg.; R. H. Schellschmidt, gen. sales mgr.; C. Frederick Wheeler, sales research mgr.; M. V. Nodar, adv. mgr.; R. Ingraham, serv. mgr.; J. J. Diamond, gen. mgr. (Canada); R. L. King, dir. of pur. **Det. Rep.**—H. Pfister, 17217 Wyoming, Detroit 21, Mich. **Adv. Agcy.** — Lawrence C. Gumbinner Adv. Agency, New York, N. Y. Grame MacLeod, acct. exec.

POSTMA MFG. CO., 691 East 18th st., Paterson 1, N. J. Portable crankshaft hone. Frank Postma, pres., treas.; Nellie B. Postma, vice-pres.; Al J. Dahlhaus, secy.

POWELL MUFFLER CO., INC., 2501 W. 24th st., Chicago, Ill. Mufflers, tailpipes, exhaust pipes. N. H. Sherman, pres.; Gordon B. Sherman, vice-pres.; Herbert S. Ries, vice-pres. chge. of sales; Morton Wolfson, vice-pres. chge. of operations; David C. Silbert, secy.; J. M. Checkers, treas.; Jack Schaefer, asst. sales mgr. **Det. Rep.**—John F. Ries, 11795 Evanston st., Detroit.

POWELL PRESSED STEEL CO., Hubbard, O. Material handling equipment, steel stampings, advertising specialties. W. J. Powell, pres., gen. mgr.; H. L. Powell, vice-pres., secy., and pur. agt.; W. G. Scott, treas.; A. G. Knowles, sales mgr.; R. C. Johnson, gen. supt.; J. L. Doyle, pers. dir.; H. D. Kennedy, chief engr.; A. E. Doyle, traf. mgr.

POWER-PAK PRODUCTS, INC., 43 Pearl st., Buffalo 2, N. Y. Tire inflator and fire extinguisher (for cars and trucks). A. L. Mikulec, pres., gen. mgr.; Stanley Mikulec, vice-pres., secy.

PRAIRIE SCHOONER, INC., 1503 W. Bristol st., Elkhart, Ind.; Eastern Div., Elkton, Md.; Subsidiaries: **Wells Cargo and All-Trailer Parts.** Maynard W. Wells, pres.; Mossie Wells, secy.; R. E. Briggs, gen. mgr.; James Coan, sales mgr.; Sheldon Coe, chief engr.; Kenneth Peffley, pur. agt.; Thomas A. Alvord, sales prom., adv. mgr.; E. A. Webb, eastern div. mgr. **Wells Cargo**—Don Reed, gen. mgr.; Tom Hoetger, sales mgr. **All-Trailer Parts**—Carl Buchanan, gen. mgr.

PRATT INDUSTRIES, INC., 1600 S. Ashland ave., Chicago 8, Ill. Exhaust system parts and automotive mufflers. Arnold H. Maremont, pres., treas.; J. M. Comar, vice-pres.; J. F. Flanagan, sales mgr.; R. Wolfson, adv. mgr.; J. Griffith, traf. mgr. **Adv. Agcy.**—Waldie & Briggs, Inc., Chicago, Ill.

PRATT POSTER CO., THE, 225 N. New Jersey st., Indianapolis 4, Ind. Cloth advertising banners and pennants, Plastic point-of-sale displays, litho and screened outdoor displays & posters. Ryland D. Pratt, jr., pres.; Daniel D. Pratt, vice-pres.; Richard S. Edwards, gen. mgr.; Paul H. Moore, works mgr.; Kenneth Brakensiek, sales mgr. **Adv. Agcy.** — William Rohr Agency, Indianapolis, Ind.

PRECISION ENGINEERS, CO., 701 Heinz ave., Berkeley 10, Calif. Challenger wheel balancer. C. B. Rogers, pres. **Adv. Agcy.**—Milton Schenkofsky, 2054 University ave., Berkeley, Calif.

PRECISION PRODUCTS CO., INC., OF WALTHAM, 26 Bedford, Waltham 54, Mass. Hairsprings. Robert I. Bradley, pres., treas.; John Irwin, vice-pres., sales mgr.; Harry C. Van Norden, vice-pres., works mgr.; Ruth E. Bradley, clerk.

PRECISION UNIVERSAL JOINT CORP., 615 S. California ave., Chicago 12, Ill. Universal joints. Lyle G. Ecker, pres., sales mgr. and pur. agt.; Murray D. Horwich, vice-pres.; Ben Horwich, secy.-treas. **Det. Rep.**—Eli Levine, 18623 Hubbell ave., Detroit 35, Mich.

PREMIER AUTOWARE CO., THE, 4415 Euclid ave., Cleveland 3, O.; 2424 South Baybrook, Los Angeles 22, Calif.; 2124 Johnson Ferry rd., Atlanta 19, Ga. Manufacturer and distributor of automotive, truck and heavy equipment replacement parts. Jack N. Mandel, chmn. of bd.; Joseph C. Mandel, pres.; Morton L. Mandel, gen. mgr. and secy.-treas.; Paul F. Minarik, vice-pres.; Leo Chaplin, Frank Floyd, div. sales mgrs.; Bernard Mahan, sales relations mgr.; Meritt Myers, dir. of oprns.; Murray Kushell, dir. of adv. and sales prom.; Robert Warren, dir. of mktg. services; John Koman, contr.; William Hamilton, Los Angeles oprns. mgr.; Bernard Burnside, Atlanta oprns. mgr.; Francis Kreidler, chief indl. engr.; Elton McBroom, quality control mgr.; David Gordon, customer serv. mgr.; Ernest Spaeth, prod. res. mgr.; Oswald Schindler, export mgr.

PRESSED METALS OF AMERICA, INC., P. O. Box 449, Port Huron, Mich. Independent wheel suspension parts. Frederick W. Richmond, chmn. of bd.; J. D. Leighton, pres.; Edmund West, vice-pres.; W. P. Carson, secy.; Leonard Edwards, asst. secy.; Floyd G. Lock, treas.; H. C. Levenson, Herbert J. Stevens, asst. treasurers.

PRESSURE CASTINGS, INC., 21500 St. Clair ave., Cleveland 19, O. Aluminum and zinc die castings. George H. Ralls, pres.; Jos. W. Brown, works mgr.; Wm. H. Thomas jr., sales mgr.; Marshall P. Ralls, asst. sales mgr.; Jos. Obermayer, chief engr. **Det. Rep.**—R. E. Zimmermann, 718 Fisher bldg.

PRES - SURE - TITE PRODUCTS, INC., Box 71, Kensington sta, Detroit 24, Mich. Pressure cooling system tester. M. R. Boutin, pres., gen. mgr.; E. P. Kraft, vice-pres. and treas.; W. S. Nussbaum, secy.

PREST-O-LITE BATTERY, Div., Electric Auto-Lite Co., P. O. Box 931, Toledo 1, O. Storage batteries for passenger cars, trucks, tractors, buses, diesel and marine. J. P. Falvey, pres.; W. E. Blank, vice-pres. replacement sales; M. H. Smith, gen. sales mgr.; W. C. Roberts, sales mgr. **Adv. Agcy.** — Grant Advertising, Inc., Detroit, Mich. Gordon Miller, acct. exec.

PRETTY PRODUCTS, INC., Rubberware Park, Coshocton, O. Automobile accessories, floor mats, industrial rubber goods and gloves, mechanical joint pipe gaskets. W. D. Timmons, pres.; J. B. Clift, vice-pres., prod.; W. E. Henderson, vice-pres., gen. sales mgr.; John J. Gerlach, secy.; John B. Gerlach, treas. C. E. Gildow, sales mgr., automotive div.; W. D. Timmons jr., sales mgr., housewares div.; D. S. Clark, sales mgr., glove div.; W. S. Fritz, adv. mgr.; K. W. Armstrong, chief engr.; E. T. McCullough, pur. agt.; R. P. Glazier, traf. mgr. **Det. Rep.** — M. E. Hewitt, 17346 Roselawn. **Adv. Agcy.**—Cye Landy, Columbus, O. Ed Schlaechter, acct. exec.

PRICE BATTERY CORP., Hamburg, Pa., Atlanta, Ga., Wapakoneta, O. Batteries. W. F. Price, pres.; S. Dershwin, vice-pres. and treas.; T. A. Larkin, vice-pres., secy.; W. F. Price jr., vice-pres.; A. R. Owen, plant mgr., gen. mgr.; J. J. Peck jr., sales mgr.; D. S. Shipley, trade sales mgr.; W. A. Pavio, chief engr.; M. W. Stratton, pur. agt.; Ralph Mengel, traf. mgr.; M. Waerner, pub. rel. mgr. **Adv. Agcy.**—B. W. Stelle, Philadelphia, Pa.

PRIOR PRODUCTS, INC., 4828 Racell st., Dallas, Tex. Prior safety tanks, Loadster helper springs, Ranger farm and industrial wagons; Trailer running gear assemblies. Henry A. Yeats, pres.; M. C. Brown, sales mgr.; Sam I. Vaughan, secy.; John W. Moore, treas.; John Risley, works mgr. **Adv. Agcy.**—E. G. Shumard Advertising, Dallas, Tex.

PRODUCTION DIE & STAMPING CO., INC., 1834 Garfield, Detroit 7, Mich. Small metal stampings and assemblies, stainless steel capped carriage and bumper bolts, tools and dies. M. L. Vrooman, pres. and gen. mgr.

PROTO TOOL CO., Div. of Pendleton Tool Industries, Inc., 2209 Santa Fe ave., Los Angeles 54, Calif. Mechanics' hand tools. M. B. Pendleton, pres.; H. C. Baumgartner, vice-pres., secy.-treas.; C. W. Coslow, vice-pres.; H. W. Slining, works mgr.; M. S. Bandoll, vice-pres., mktg.; H. J. Zellweger, adv. mgr.; R. E. Reich,

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Who's Who in the Auto Industry

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prod. mgr.; J. R. Dysert, pur. agt.; Henry Manker, traf. mgr. **Det. Rep.** — H. E. Kretchmer, 16954 James Couzens, Detroit 21, Mich. **Adv. Agcy.**—Willard G. Gregory & Co., Los Angeles, Calif. E. J. Phillips, acct. exec.

PRUDEN TOOL CO., INC., 310 W. 68th st., New York, 23. Headless rivets and tools, fender and seat mats, metal cutter, portable riveter, multiple pick hammer, jiffy car maskers, portable sand blasters. Leonard M. Taylor, pres., gen. mgr.; Herbert R. Abeles, vice-pres.; Theodore Sands, asst. sales mgr.; James Fryer, serv. mgr. **Det. Rep.**—Erry Lowenthal, 13444 Fenkell ave., Detroit 27. **Adv. Agcy.** —The Furman Co. Murray Furman, acct. exec.

PUBLICKER INDUSTRIES, INC., 1429 Walnut st., Philadelphia, Pa. Industrial alcohol, chemicals, solvents, thermo antifreeze. S. S. Neuman, pres.; W. J. Lehman, vice-pres.; C. P. Blinn, vice-pres.; L. J. Gunson, secy.-treas.; H. A. Bonyun jr., gen. sales mgr.; Sidney Goldstein, plant mgr.; George Berman, pur. agt.; S. A. Krasney, dir. pub. rel. **Adv. Agcy.**—Al Paul Lefton Co., Philadelphia, Pa.

PULLMAN VACUUM CLEANER CORP., 25 Buick st., Boston 15, Mass. Automotive vacuum cleaners. Robert Berns, pres.; John L. Daniell, vice-pres.; Stanley Berns, treas.; Paul Holbe, works mgr.; Edgar Green, sales mgr. **Adv. Agcy.**—Arnold & Co., Boston, Mass.

PURE OIL CO., THE, 35 E. Wacker dr., Chicago 1, Ill. Automotive lubricants and fuels, motor oils, automatic transmission fluid, chassis, wheel bearings, universal joint and water pump grease, gear lubricant. R. L. Milligan, pres.; J. P. Langfitt, exec. vice-pres.; L. W. Sweet, vice-pres. retail mktg.; R. F. Sturgis jr., treas.; A. C. Hutcheson, secy.; J. H. Wieland, gen. mdse. mgr.; Hale Talbot, adv. mgr.; J. H. Harmon jr., pur. agt.; G. H. Ewen, pub. rel. mgr. **Adv. Agcy.**—Leo Burnett Co., Inc., Chicago, Ill.

PUROLATOR PRODUCTS, INC., 970 New Brunswick ave., Rahway, N. J. Filters, lubricating oil, fuel oil, air, etc. James D. Abeles, pres.; Ralph R. Layte, vice-chmn. of bd.; H. J. Market, exec. vice-pres.; Jules P. Kovacs, vice-pres., research, development; Joseph Van Nest, vice-pres., organization; Melville D. Johnson, vice-pres. chge. of operations; James B. Lightburn, gen. sales mgr. aft. mkt. div.; Richard Karr, gen. sales mgr., equip. div.; H. J. Hopkins, mdse. mgr.; J. Bury, sales mgr., jobber div.; W. M. Kane, asst. secy.; Herbert W. Thogode, secy.-treas.; J. Chet Dods, Edgar Main, asst. sales mgrs. (natl. accts.); Arthur G. Pogmore, serv. mgr.; J. Gaffney, pur. agt. **Det. Rep.**—Eugene B. Delaney, 3927 Fourth st., Wayne, Mich. **Chicago Rep.**—Andrew Raffay jr., Palmolive bldg., 919 N. Michigan ave., Chicago, Ill. **Los Angeles Rep.**—Carl B. Schnippel and J. Leslie Hall, Studio 3, 3723 Wilshire blvd., Los Angeles, Calif. **Adv. Agcy.**—(Consumer): J. Walter Thompson Co., 420 Lexington ave., New York. George P. Richardson jr., acct. exec. (Industrial): G. M. Basford Co., 60 East 42nd st., New York. John DeWolfe, acct. exec.

PYROIL CO., INC., 122 Main st., La Crosse, Wis. Pyroil A top lubricant, additive for gas, Pyroil B, additive for oil, oil filter element. M. O. Welby, pres., treas., gen. mgr.; H. W. McCreight, exec. vice-pres. and sales mgr. **Det. Rep.**—A. R. Wendell Co., 8-255 General Motors bldg. **Adv. Agcy.**—Van Hecker, Inc., Chicago, Ill.

Q

QUAKER RUBBER DIV., The H. K. Porter Co., Inc., Tacony & Comly sts., Philadelphia 24, Pa. Rubber and plastic hose, automotive transmission belting, belts, V couplings, vinyl tape, windshield wiper tubing. T. M. Evans, chmn.; C. L. Holbert, pres.; A. M. Harrelson, vice-pres., treas.; F. A. Rehorst, secy.; G. A. Dauphinais, vice-pres., gen. mgr.; J. C. Hydrick, works mgr.; J. R. Alexander, sales mgr.; W. H. Parkinson, adv. mgr.; P. M. Rockwell, chief engr.; J. A. Roberts, pur. agt. J. S. Von Clef, traf. mgr. **Adv. Agcy.**—St. Georges & Keyes, Inc., 250 Park ave., New York, N. Y. John C. Legler, acct. exec.

QUAKER STATE OIL REFINING CORP., Quaker State bldg., Oil City, Pa. Motor oil, lubricants, marine engine oils. W. R. Reitz, chmn. of bd.; G. B. Hunter, pres.; C. G. Johnson, treas.; F. O. Koontz, exec. vice-pres., gen. sales mgr.; L. R. Forker, vice-pres. secy.; K. W. Field, asst. gen. sales mgr.; A. S. Blank, sales prom. mgr.; O. E. O'Connor, mgr. of pur.; E. E. Brumberg, traf. mgr. **Det. Rep.**—T. R. Cash, P. O. Box 13, Ann Arbor, Mich. **Adv. Agcy.**—Kenyon & Eckhardt, Inc., New York City, N. Y. J. W. Keeshan, acct. exec.

QUALITY AWNING CO., 7945 Schaefer rd., Dearborn, Mich. Canvas products, awnings. Sam Fenton, pres.; William Sak secy.; Chas. Moran, gen. mgr.; E. Edwards, sales mgr.

QUICK CHARGE, INC., 10th and Missouri sts., Oklahoma City 17, Okla. Battery chargers, steam cleaners, steam cleaning compound and acces., hot water heaters. A. C. Fletcher, pres.; C. F. Fletcher, vice-pres.

QUINCY COMPRESSOR CO., Quincy, Ill. Air compressors. Mac Irwin, pres.; Henry Oelkeus, treas.; Loren Gillhouse, sales mgr.; Mel Weber, serv. mgr.; George Pfeifer, chief engr. **Det. Rep.**—Robt. Carr, 18051 James Couzens. **Adv. Agcy.**—L. W. Ramsey, Davenport, Ia. D. A. Utley, acct. exec.

R

RADBILL OIL CO., 1724 Chestnut st., Philadelphia 3, Pa. Motor oil. Dr. Earl Scott, pres.; Lawrence E. Frankel, treas. D. Gerald Scott, sales mgr.; James P. McIlvaine, 3rd mdse. mgr.; Paul G. Pflaumer, adv. mgr.; Owen F. Thompson, sales prom. mgr.; Albert Radbill, pur. agt.; John Juzaitus, traf. mgr. **Adv. Agcy.** — Arndt-Preston-Chapin-Lamb & Keen, Inc., Philadelphia 2, Pa. Edward Walpert, acct. exec.

RADEL LEATHER MFG. CO., 445 Wilson ave., Newark 5, N. J. Genuine upholstery leather, binding leather, mechanical leather and landau top leather. J. C. Kaltenbacher, pres.; Robert G. Weldon, vice-pres.; Richard S. Kaltenbacher, secy.-treas.; Herbert S. Wood, dir. purchg.; Robert J. MacKenzie, sales mgr. bd. of dirs.; Frank J. Radel, chmn., J. C. Kaltenbacher, Robert G. Weldon, Richard S. Kaltenbacher, M. S. Stern. **Det. Rep.**—Gehringer & Forsyth, 16151 James Couzens hwy., Detroit 21. **Adv. Agcy.**—The Upholstery Leather Group, 141 East 44th st., New York 17, N. Y.

RADIATOR SPECIALTY CO., 1400 W. Independence blvd., Charlotte 1, N. C. Cooling system maintenance and repair products, gasket sealing compounds, oil and gasoline additives, rubber parts and special byproducts. Solder seal line of chemical and rubber specialty products. I. D. Blumenthal, pres.; Herman Blumenthal, vice-pres.; G. Einhart, adv. mgr.; Irving Richek, pur. agt.; Dan Green, J. Carr, P. Moeszinger, div. sales mgrs.; D. Hoffman, sales mgr. **Adv. Agcy.** — Bennett Adv. Co.

RAJAH CO., 35 Verona ave., Newark 4, N. J. Rajah ignition terminals, hand tools, rubber safety nipples, Francis P. Meehan, pres.; Celia Aye Kendall, secy.-treas.; Walter Kelly, gen. mgr.. **Adv. Agcy.**—Gunn-Mears, New York 36, N. Y. John L. Titus, CPA, acct. exec.

RAK MAKERS, THE, 10 Hamilton st., New London, Conn. Aluminum display racks for automotive sales literature. Henry B. Goodman, gen. mgr.

RAM COTE PRODUCTS, 1141 W. 69th st., Chicago 21, Ill. Leather conditioner, leather and plastic finish, sealer, cleaner for leather and plastics. M. B. Duffy, pres.; J. P. Duffy, vice-pres.; C. E. Seibold, secy., treas.; D. E. Ferrill, gen. mgr.; N. J. McCloskey, sales mgr.; M. J. Mooney, pur. agt. **Adv. Agcy.**—Martin & Associates, Chicago and Baltimore.

RAMBLER DIVISION, American Motors Corp., 14250 Plymouth rd., Detroit 32, Mich. (See **American Motors Corp.** listing.)

RAMSEY CORP., 3693 Forest Park blvd., St. Louis 8, Mo. Piston rings, oil and grease seals, retaining and industrial rings. J. H. Coolidge, pres.; W. S. Mahoney, vice-pres., gen. mgr.; O. C. Holaday, vice-pres., mgr. of serv. div.; E. E. Roberts, sales mgr. of serv. div.; H. E. Liss, export mgr.; R. E. Ward, mgr. piston rings div.; S. G. Pike, adv. mgr.; H. M. Bramberry, chief engr. **Adv. Agcy.** —Van Auken, Ragland & Stevens, Chicago, Ill. B. F. Stevens, acct. exec.

RANCO INC., 601 W. Fifth ave., Columbus 1, O. Automobile heater control valves and air conditioning controls. E. C. Raney, chmn; A. M. Hoover, pres.; W. R. Opp, vice-pres.; A. P. McDiarmid, secy.-treas.; James Manecke, sales mgr.; W. H. Stanley, asst. sales mgr.; Fred Greenawalt, chief engr.; H. Y. Levin, pur. agt.; L. Levengood, pers. dir. **Det. Rep.**—J. S. Beechler, 3-146 Gen. Motors bldg. **Adv. Agcy.**—Howard Swink, Marion, O. Paul Kohler, vice-pres.

RANDALL CO., 5000 Spring Grove ave., Cincinnati 32, O. Automobile body specialties. Maxwell C. Weaver, pres., gen. mgr.; A. O. Engelhardt, vice-pres.; Wm. B. Behrens, secy.-treas.; R. H. Young, chief engr.; R. E. Sharpe, works mgr.; J. L. Troy, pur. agt. **Det. Sales Mgrs.**—T. W. Anderson, F. D. Leonard, F. L. Seeley, 814 New Center bldg., Detroit 2, Mich.

RANDOLPH CORP., EARL, 78 Prospect st., New Bedford, Mass. Grilles, truck gates, truck steps, grab handles. Samuel R. Mickelson, pres.; David S. Mickelson, asst. treas., pur. agt.; Fred Hall, works mgr.; George Martin, chief engr.; Hyman Marinoff, traf. mgr.

RANKIN MFG. CO., First and Iowa sts., Cedar Falls, Ia. Automobile seat covers. R. V. Rankin, pres.; A. C. Kies, vice-pres. and gen. mgr. **Adv. Agcy.**—Fairall & Co., Des Moines, Ia.

RAPID TOOL & MFG. CO., 340 Fairbanks N. E., Grand Rapids, Mich. Safe-T-belts for cars, trucks and buses, replacement parts. Ford, Plymouth, Dodge, Lincoln, Mercury, Buick and Oldsmobile door handle guards. Arthur C. Doering, pres.; Mary Rouss, secy. and treas. **Adv. Agcy.** —Lou Mahacek Art Agcy., Grand Rapids, Mich.

RAYBESTOS DIV., of Raybestos-Manhattan, Inc., 75 E. Main st., Stratford, Conn. Brake lining, lined brake shoes, clutch facings, automatic transmission, master overhaul kits, fan belts, radiator hose, car mats, packings. J. F. D. Rohrbach, pres.; W. S. Simpson, vice-pres., gen. mgr.; J. L. McGovern jr., sales mgr.; R. C. Calderone, adv. mgr.; J. W. Brush jr., mgr. spec. prod.; D. E. Cunningham, asst. sales mgr.; A. E. Litchfield, chief sales engr.; J. E. Reagan, pur. agt.; S. J. Murphy, traf. mgr. **Det. Rep.** — Raybestos-Manhattan, Inc., 620 Fisher bldg., Detroit, Mich. **Adv. Agcy.** — Gray & Rogers, Philadelphia, Pa. Sherman G. Landers, acct. exec.

RAYBESTOS-MANHATTAN, INC., 61 Willett st., Passaic, N. J. Brake linings, brake blocks, clutch facings; friction material for automatic transmissions; V-belts; radiator, hydraulic, air and booster brake, and windshield wiper hose for automobiles, trucks, buses, airplanes, farm tractors and implements, earth-moving and industrial equipment; hydraulic brake parts, belting, hose, molded rubber parts, and specialized industrial rubber goods; rubber covered equipment; abrasive and diamond wheels; asbestos, rubber, metallic, flax and plastic packings, asbestos textiles, engineered plastic and sintered metal products. J. F. D. Rohrbach, pres.; G. W. Marshall jr., vice-pres., asbestos products sales; H. H. Burrows, vice-pres. Rubber sales; W. S. Simpson, vice-pres. and secy.; J. E. Cole, sales mgr., equipment sales; F. A. Miller, dir. mktg. and mdse. **Det. Rep.**—Raybestos-Manhattan, Inc., 620 Fisher bldg., Detroit 2, Mich.

RAYCO MFG. CO., 220 Straight st., Patterson 1, N. J. Automobile seat covers, convertible tops, miscellaneous automobile accessories. Joseph Weiss, pres.; Julius M. Stern, secy., treas.; Aaron L. Rubin, dir. of pers.; Martin Nosenchuk, dir. of arch., engr. and display div.; M. H. Broffman, dir. mfg. div.; E. R. Faltz, dir. adv. pub. rel., sales prom.; Julius Rudominer, vice-pres. mdse.; Irving Levine, asst. to the pres.; S. Schatzberg, pur. agt.; S. I. Bader, vice-

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CONTINENTAL ®CUSHIONED POWER DIESELS

"paid for themselves in one year in fuel savings alone"

Continental TD-6427 Cushioned Power Diesel

Cole's Express of Bangor, Maine has now standardized on the Continental TD-6427 Cushioned Power Diesel for its entire fleet of highway haulers. Here, in the words of Galen L. Cole, its president, are the reasons why:

1. Lightest on the market
2. Least expensive to purchase initially
3. Least expensive to overhaul
4. Equal or superior in fuel economy

"We have experimented with many other Diesels," Mr. Cole writes, "but find none that give better mileage. Shop labor and materials have been down. We changed many gasoline engines to this Diesel, and at the end of the first year's operation, had completely paid for the new engines by the saving in fuel costs alone."

Handsome orange-and-silver Cole units like this one, with blue, red and white seal and green map, are now familiar sights along the Eastern Seaboard. They are a striking advertisement not only for the State of Maine but also for dependable Continental Diesel power.

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Who's Who in the Auto Industry

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pres., franchise div.; Peter Schwartz, vice-pres., real estate div.; Eli Goldberg, dir. of research. **Adv. Agcy.** — Emil Mogul Co., Inc., New York, N. Y.

RAYFLEX FABRICS, INC., 20 W. 37th st., New York 18. Elastic seat cover fabrics. W. E. Ross, pres.; L. A. Schneider, vice-pres., sales mgr. **Adv. Agcy.**—D. J. Ferro Associates. D. J. Ferro, acct. exec.

RAYMOND MFG. CO., Div. Associated Spring Corp., 226 S. Center st., Corry, Pa. Coil springs, metal stampings, wire forms, expansion plugs, valve locks and springs, clutch and brake springs, miscellaneous replacement springs, small screw machine products. Carlyle F. Barnes, pres.; Alden C. Purrington, vice-pres., treas.; S. Russell Mink, secy.; E. W. Feldt, gen. mgr.; H. H. Heerlein, works mgr.; L. Stowe, mgr., mdse. div.; R. L. Reed, sales mgr., mdse. div.; E. G. Crapser jr., adv. mgr., mdse. div.; L. Stowe, serv. mgr., mdse. div.; L. Chase, chief engr.; C. H. Holden, pur. agt.; L. Danner, asst. pur. agt. **Adv. Agcy.** — The Davis Press, Inc., Worcester 8, Mass.

RAY-O-VAC CO., 212 E. Washington ave., Madison 10, Wis. Flashlights, lanterns, head lights, batteries. D. W. Tyrrell, chmn. of bd., pres.; J. A. McInay, vice-pres. of sales; E. B. Ott, vice-pres.; J. C. Ryan, vice-pres. of operations; Owen R. Slauson, dist. sales mgr.; F. A. Blake, southern sales mgr.; N. F. Trover, eastern sales mgr.; R. M. Taylor, western sales mgr.; W. L. Bender, midwest sales mgr.; A. M. Anderson, mdse. mgr. **Det. Rep.**—F. J. Coleman, 4604 Harford rd., Toledo 12, O. **Adv. Agcy.**—H. H. Monk and Associates, Rockford, Ill.

READING BATTERIES DIV., The Electric Auto-Lite Co., 4700 Fifth st. hwy., Reading, Pa. Storage batteries. George B. Gaul, plant mgr.; Carl G. Reetz, dir. of engrg. and prod.; LeRoy F. Groff, plant pur. agt.; E. Jeffrey Shea, dir. auto battery sales; Frederick A. Grube, eastern sales rep. orig. equip.; Robert O. Floren, mgr. cust. serv.; William S. Piper, mgr. sales prom.

READING TIRE MACHINERY CO., 1100 S. Hawthorne blvd., Hawthorne, Calif. Manufacturer of patented tire cementing machine for the recapper, tire building equipment, tire spray and painting machinery, tire spinners and camelback rack. Ralph R. Reading, pres.; Ernest Chipperfield, vice-pres. **Det. Rep.**—Myers Tire Supply, Akron, O. **Adv. Agcy.** — Mann Advertising Agency, 1646 Wilshire blvd., Los Angeles 7, Calif.

RECTOR INTERNATIONAL CORP., 551 Fifth ave., New York 17, N. Y. Genuine automobile parts and acces. replacement parts and acces., tires, batteries, brake fluid. Hugo H. Stern, pres.; Harold P. Stern, vice-pres.

RED COMET, INC., Red Comet bldg., Littleton, Colo. Automatic and manual fire extinguishers. Marshall F. Norling, pres.; A. W. Slocum, vice-pres. charge of sales; James F. Norling, vice-pres. Charles A. Haskell, secy.; Max G. Brooks, treas.; Dale Wehrly, works mgr.; Jack Ware, adv. mgr.; Charles Brohawn, chief engr.; Fred T. Colyer, pur. agt. **Adv. Agcy.**—Rand-Ries, Cincinnati, O.

RED DEVIL TOOLS, 130 Colt st., Irvington 11 N. J. Paint conditioners, putty knives and wall scrapers, razor blade scrapers, license plate fasteners, carbide and lucite (windshield) scrapers, sandpaper holders. George L. Lee, pres.; John L. Lee, vice-pres., sales mgr.; Ann Fleg, secy.; George L. Lee jr., treas.; John Fancher, works mgr.; Robert P. Orr, adv. mgr.; Howard Dubanowich, serv. parts and acc. mgr.; Leland J. Fancher, chief engr.; Joseph Montgomery, traf. mgr. **Det. Rep.**—Les Orrell, 611 W. Adams st., Chicago, Ill. **Adv. Agcy.**—O. S. Tyson & Co., New York, N. Y. Irwin W. Tyson, acct. exec.

REDALL INDUSTRIES, 30458 Groesbeck hwy., Roseville, Mich. Stainless steel custom and universal door edge trim molding, and production and sample manufacturing. Earl Halladay, pres., gen. mgr. and sales mgr.; Joseph Steel, chief engr. and works mgr.; Fred Moore, secy.-treas. **Det. Rep.**—M. M. Wendell Co.

REDEX, INC., 493 Flushing ave., Brooklyn 5, N. Y. Oil additive and automotive test tune instruments. Wayne V. Myers, pres.; F. Weiden, secy.-treas.

REDMOND CO., INC., Owosso, Mich. Shaded pole induction motors, series motors, gyromotors, inverters, blowers. James W. Tweedy, pres. and gen. mgr.; R. E. Drury, dir. of per.; M. J. Koenig, gen. sales mgr.; Jack Dvorak, treas.; R. Trefz, comptr.; Glen Baumhardt, dir. of pur.; Ed Latta, senior engr., special products engrg.; John Howes, dir. of engrg.; Frank Ross, traf. mgr. **Adv. Agcy.** — The Allman Co., Detroit 26, Mich.

REED-PRENTICE CORP., 677 Cambridge st., Worcester 4, Mass. Plastic injection molding machines, die casting machines, engine, toolroom and automatic production lathes, vertical milling machines. Donald H. Dalbeck, pres., treas.; J. Joseph Kelly, vice-pres., sales; J. F. McIntyre jr., vice-pres., works mgr.; I. G. Freeman, vice-pres., engrg. and mfg.; D. R. Fegley, chief engr.; John Thompson, prod. planning mgr.; L. A. Franks, pur. agt.; H. T. Thayer, asst. pur. agt.; L. LaCava, traf. mgr.; G. Degon, factory supt.; G. W. McIntyre jr., adv. mgr. **Det. Branch Off.** — Reed-Prentice Corp., 2842 W. Grand blvd., Detroit 2, Mich. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., 230 Park ave., New York 17, N. Y.

REEVES BROTHERS, INC., 54 Worth st., New York 13, N. Y. Auto seat cover fabrics, synthetic fabrics for auto upholstery and truck tarpaulins. John E Reeves, pres.; Alfred Russell, sales mgr. of Reevar; A. W. Mooradian, sales mgr. Reeves synthetic fabrics; Jerry Wyatt, sales mgr., Vulcan Rubber prod. div.; Charles F. Schroeder, adv. mgr. **Det. Rep.**—Dunn Textile Co., Maccabees bldg., Detroit, Mich.

REGAL MOTOR PRODUCTS, INC., 6325 Grand River, Detroit 8, Mich. Mouldings for fenders, doors, grilles, body sills, hydraulic parts, headlight assemblies handles, and rims. M. L. Fruman, pres.; J. H. Pearlman, vice-pres.; J. S. Fruman, treas.

REGISTERED TESTED CARS, INC., 122 Brighton ave., East Orange, N. J. Used car warranty. James E. Smith, pres.; Irwin Green, vice-pres.; Norman Laidhold, secy.; Walter Kaye, treas. **Det. Sales Rep.**—E. C. Neiken, 16614 Monte Vista, Detroit, Mich. **Adv. Agcy.** — Raymond Advertising, Newark N. J. Paul Jannuzzo, acct. exec.

REGNA CASH REGISTERS, INC., 175 Fifth ave., New York 10, N. Y. Regna cash registers, adding machine and cashier. Jorgen S. Lien, pres.; Knut Borge, vice-pres.; treas., gen. mgr., pub. rel. mgr.; Rose Burti, secy., export mgr., sales mgr; Arvid Urdal, serv. mgr., chief engr.; Walter Mahoney, serv. suprv., parts and access. mgr. **Det. Rep.**—National Service Supply Co., 2974 Michigan ave. **Adv. Agcy.**—Richard & Gunther Inc., New York, N. Y.

REILLY TAR & CHEMICAL CORP., 1615 Merchant Bank bldg., Indianapolis 4, Ind. Brake linings, steel pickling, vapor degreasing and boiler cleaning. C. B. Edwards, pres.; P. C. Reilly, vice-pres., treas.; R. J. Wechsler, secy.; J. H. Barnett jr., gen. sales mgr.; C. A. Fisher, works mgr.; H. E. Whitmore, sales mgr.; H. agt.; George Nearpass, traf. mgr.; R. J. Boyle, pub. rel. mgr. **Adv. Agcy.**—The House of J. Hayden Twiss, New York, N. Y.

REMINGTON CO., Div. of Herring-Hall-Marvin Safe Co., 1550 Grand blvd., Hamilton, O. Steel tool cabinets and tool chests. Warren Mosman, pres.; Ray Hutzelman, sales mgr.. **Det. Rep.**—Cliff Johns Sales Co., P. O. Box 116, Lake Orion, Mich. **Adv. Agcy.**—Rowe & Wyman Company, 3800 Reading rd., Cincinnati 29, O.

REMINGTON RAND Div. of Sperry Rand Corp., 315 Fourth ave., New York 10, N. Y. Electronic data processing equipment, punched-card tabulating machines, calculating machines, adding machines, electric typewriters, contact photographic printers, loose-leaf accounting systems, photo-copy cameras, safe-cabinets, and safe-files, accounting machines, microfilm machines, library and office furniture, standard typewriters, Dexigraph cameras, catalog and ring binders, filing systems and service, duplicating supplies, stencils, Kardex visible systems, noiseless typewriters, typewriter ribbons and carbons, Line-a-Time copy-holders, portable typewriters, electric shavers, photograph projection papers. J. H. Rand, pres.; J. A. W. Simson, secy.; G. W. Banks, treas.; S. H. Ensinger, adv. mgr.; F. J. Atwood, pur. agt. **Adv. Agcy.**—Paris & Peart, Inc., New York, N. Y. Ken Lee, acct. exec.

RENAULT, INC., 425 Park ave., New York 22, N. Y. Automobiles, trucks, farm tractors, buses, diesel locomotives. Pierre Meilhan, pres.; Robert L. Lamaison, vice-pres. and treas.; James E. Hughes, secy.; Kenneth C. Howard, asst. gen. mgr. and asst. treas.; M. Beranger, dir. serv. and technical dept.; Henry L. Brownback, chief engr. **Adv. Agcy.** — Mann-Ellis, Inc., 65 E. 55th st., New York 22, N. Y. Kurt Mann, acct. exec.

RENIE METAL PRODUCTS CORP., 396 Buffalo st., P. O. Box 344, Mansfield, O. Steel storage cabinets, parts bins, lockers. counters. P. G. Renie, pres. and treas.; Marie N. Renie, secy.; Robert Renie, works mgr.

REO MOTORS, INC., 1331 S. Washington, Lansing 20, Mich. Medium and heavy duty trucks, school bus chassis. John C. Tooker, pres.; J. J. Dervin, vice-pres., asst. to pres. and dir. of material; R. J. Darragh, vice-pres., treas.; J. L. Adams, vice-pres., sales; W. E. Spieth, vice-pres. prod.; William Walworth, vice-pres. engrg.; R. F. McKim, secy.; E. W. Schraft, compt.; C. E. VanCott, adv. mgr.; P. H. Hamelink, dir. of qual. contr. **Det. Factory Branch**—Reo Motors, Inc., 3607-29 Michigan ave., Detroit, Mich. Adv. Agcy.—Zimmer, Keller and Calvert, Inc., Detroit, Mich.

REPUBLIC GEAR CO., 2197 Beaufait ave., Detroit 7, Mich. Ring and pinion gears, differential cases and internal parts, transmission gears, flywheel starter gears, timing gears, axle shafts, timing chains, universal joints, automatic transmission parts and tools for servicing automatic transmission. W. J. Taylor, vice-pres., gen. mgr.; S. S. Gordon, asst. gen. mgr.; dir. sales; S. S. Richhart, secy.-treas.; A. Drucker, dir. of foreign sales; W. E. Zimmie, traf. mgr. **Det. Rep.** — L. K. Seward, 2197 Beaufait ave., Detroit 7, Mich. **Adv. Agcy.** — Holden - Chapin - LaRue, Inc., Detroit, Mich.

REPUBLIC RUBBER DIV., Lee Rubber & Tire Corp., Albert st., Youngstown 1, O. Belting, hose, packing, molded goods, extruded products. A. A. Garthwaite, pres.; E. M. Ikirt, gen. mgr.; R. W. Deemer, works mgr.; G. L. Smith, gen. sales mgr.; H. H. Sprinkle, asst. sales; J. M. Hughes, adv. mgr., sales development mgr.; C. E. McCormick, chief engr.; P. S. Kirchner, pur. agt.; C. Mohler, traf. mgr. **Det. Rep.**—E. J. Scwartz, 801 New Center bldg. **Adv. Agcy.**—Meek & Thomas, Inc., Youngstown, O.

REPUBLIC STEEL CORP., Republic bldg., Cleveland 1, O. Carbon, alloy and stainless steels, titanium metals and alloys, iron powder, semi-finished bars, sheets, strip, plates, pipe, tubing, wire products, tin plate, pig iron, steel building products, bolts, nuts, rivets, tire chains, fabricated steel products, steel drainage products, steel containers, pressed steel products. C. M. White, chmn.; T. F. Patton, pres.; Norman W. Foy, vice-pres., sales; E. R. Johnson, vice-pres., oprns.; W. W. Hancock, vice-pres., finance and secy.; Peter Robertson, vice-pres., research and planning; G. M. Feiel, comptr.; H. C. Lumb, gen. counsel; W. B. Boyer, treas.; L. S. Hamaker, gen. mgr. of sales; S. A. Crabtree, R. W. Helms, J. V. Burley, asst. gen. mgrs. of sales; H. H. Oldham, dir. of adv.; J. E. Oaman, asst. dir. of adv.; W. T. Adams, mgr. of pur. and raw materials; R. A. Eldridge, gen. traf. mgr.; E. S. Bowerfind, dir. of pub. rel. **Det. Rep.** — G. F. Hess. **Adv. Agcy.**—Meldrum and Fewsmith, Inc., Cleveland, O. J. C. Clawson, acct. exec.

REPUBLIC STEEL CORP., Bolt and Chain Div., 1970 Carter rd., Cleveland 13, O. Car, truck, and tractor tire chains and accessories, tow chains, chain slings and truck chain gates. Bolts and nuts in all standard and special shapes, sizes, alloys

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Who's Who in the Auto Industry

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and finishes. H. A. Craig, gen. sales mgr. **Adv. Agcy.**—Meldrum & Fewsmith, Cleveland, O. J. C. Clawson, acct. exec.

REPUBLIC STEEL CORP., Pressed Steel Div., 6100 Truscon ave., Cleveland 27, O. Automotive frame parts, axle housings, steel stampings (heavy and light gage), foundry flasks, corrugated boxes, skids, pallets. F. F. Maicher, mgr. of sales. **Det. Rep.**—T. G. Watkins, Republic Steel Corp., Park Ave. bldg., 2011 Park ave., Detroit 26, Mich. **Adv. Agcy.**—Meldrum & Fewsmith, Cleveland, O. J. C. Clawson, acct. exec.

RESISTOFLEX CORP., Roseland, N. J. Gasoline, fuel, oil, refrigerant hose assemblies; aircraft hose and fittings; teflon rods, tubes, sheets and molded parts. Edgar S. Peieris, pres.; H. E. Krebs, vice-pres., chge. sales; F. V. Smith, secy.; J. M. Gentile, exec. vice-pres.; I. D. Press, vice-pres. engrg.; A. N. St. John, vice-pres., Planning and development; H. H. Wulff, mgr. ind. sales; C. A. Carlsen, mgr. aircraft sales; R. Atkins, pur. agt. **Det. Rep.**—A. A. Reed, P. O. Box 11, Royal Oak, Mich. **Adv. Agcy.**—Marsteller, Rickard, Gebhardt and Reed, Inc., 11, E. 36th st., N. Y. 16.

RESOLUTE CREDIT LIFE INSURANCE CO., 83 Chapel st., Hartford 2, Conn. Credit life and credit accident and health insurance coverages on purchasers of financed motor vehicles and mobile homes from independent finance and loan companies, banks, automobile and mobile home dealers financing their own time sales. L. Morganstern, chmn. bd.; E. K. Scribner, pres.; F. W. Garvey, A. C. Ward, vice-presidents; L. Armao, vice-pres. and secy.; K. H. Field, treas.; E. Dovin, J. E. Pease, asst. secretaries.

REVERE COPPER & BRASS, INC., 230 Park ave., New York 17, N. Y. Copper and red brass for radiators; tubing for fuel, oil, gauge lines; brass for lamps, bearing shells, small parts, terminals, screws, bolts, nuts, hub caps, decorations, name plates, etc., aluminum alloy tubing, extruded shapes, coiled sheet and forgings; electric welded steel tube for exhaust and tail pipes, torque tubes, steering columns. J. M. Kennedy, chmn. of bd. and chief exec. off.; C. A. Macfie, pres., R. P. Winberg, vice-pres., gen. sales mgr.; J. S. Fidler, secy.; A. E. McCormick, treas.; N. A. Schusle, adv. and pub. rel. mgr.; C. C. Felton, vice-pres., pur. agt. (metals). **Det. Rep.**—Revere Michigan Div., 5851 W. Jefferson ave., Detroit 9, Mich. **Adv. Agcy.**—St. Georges & Keyes, Inc., New York 17, N. Y. S. J. Keyes, acct. exec.

REVERE ELECTRIC MFG. CO., 6009-17 North Broadway, Chicago 40, Ill. Floodlighting, street and store front lighting, searchlights, boundary lights, fluorescent lighting, cluster lights, explosion-proof fittings. Murray J. Whitfield, pres.; Van E. Marker, vice-pres.; Arthur K. Johnson, secy.; Charles M. Schultz, treas.; John A. McDougall, sales mgr.; William W. Kingsbury, adv. and sales prom. mgr.; Alva B. Winters, chief engr.; Edward S. Benson, pur. agt; Lawrence Bohling, traf. mgr. **Det. Rep.**—Howard E. Waite, 2737 W. Grand blvd., Detroit 8, Mich. **Adv. Agcy.**—R. J. Skala & Co., 608 S. Dearborn, Chicago, Ill. R. J. Skala, acct. exec.

REX METAL PARTS CO., 1295 W. 78th st., Cleveland 2, O. Fenders, grilles, license plate holders, beaver tails, hoods, continuous type piano hinges, ventilators. Louis Konrad, pres.; E. M. McGuire, pur. agt.

REYNOLDS METALS CO., 2500 S. 3rd st., Louisville 1, Ky. Aluminum mill products; pig and ingot, wire, rod, bar, screw machine stock; sheet, coil, plate, embossed sheet; extruded shapes, architectural shapes, structural shapes, pipe, tubing, powders and pastes; protective foil; aluminum yarn, complete aluminum fabricating and finishing facilities, building products. R. S. Reynolds jr., pres.; D. P. Reynolds, vice-pres., sales; Allyn Dillard, secy.; Calvin Coghill, treas.; D. F. Beard, gen. dir. adv.; M. C. Tobias, mgr. auto. adv.; M. W. Henry, gen. pur. agt.; J. I. Snead, traf. mgr.; Donald B. McCammond, vice-pres. chge. pub. rel. **Det. Rep.**—L. D. Yager, Fisher bldg. **Adv. Agcy.**—Clinton E. Frank, Inc. Merchandise Mart, Chicago, Ill. Kenneth Karcher, acct. supvr.

REYNOLDS & REYNOLDS CO., Dayton 1, O. Standard accounting systems, inventory control systems, owner follow-up systems, service dispatcher systems, payroll systems, prospect systems, dealer stationery, checks and repair orders. R. H. Grant jr., pres.; Frank Pfeiffer, exec. vice-pres., gen. mgr.; C. J. Seifert, vice-pres.; Russell Cosby, secy.-treas.; Gordon Rohde, vice-pres., chge. production; W. G. Pfeiffer, vice-pres., chge. of sales; G. W. Gross, dir. of mktg. and prod. sales; L. A. Clemmer jr., mgr. adv. and sales prom.; Ted Wooten, pur. agt. **Det. Rep.**—C. J. Seifert. **Adv. Agcy.**—Weber, Geiger & Kalat, Inc., Dayton, O. H. C. Weber, acct. exec.

RHODES, INC., M. H., 30 Bartholomew ave., Hartford 6, Conn. Kar-lite switch, timers and time switches. M. H. Rhodes jr., pres.; E. J. Doyle, vice-pres.; E. M. Sanderson, secy., pur. agt.; A. B. Rucci, treas.; R. Hill, works mgr.; D. Swanson, sales mgr.; W. Lofstrand, chief engr.; C. B. Hays, adv. mgr.; W. Lagano, traf. mgr. **Det. Rep.** — Ray Crosier, 15 Lawrence st., Detroit, Mich. **Adv. Agcy.**—Taylor Greenough Co., 20 Beaver rd., Wethersfield, Conn.

RICE CHADWICK RUBBER CO., Box 125, Killbuck, O. Extruded rubber products. Maurice W. Chadwick, pres. and sales mgr.; Frank E. Rice, vice-pres. and treas.; J. R. Keyser, secy.; J. Rex Keyser, fac. mgr. **Det. Rep.**—Warren Pease and Co., 20001 James Couzens hwy.

RICH MFG. CORP., 96 No. Division, Battle Creek, Mich. Poppet valves for internal combustion engines. H. H. Rich, pres., treas. and gen. mgr.; L. W. Kirkpatrick, vice-pres., works mgr.; G. E. Rich, vice-pres. and sales mgr.; J. R. Mohlie, vice-pres., chief engr.; F. H. Bourke, vice-pres. and sales mgr.; A. F. Sommer, secy.; C. E. Whipple, sales mgr. and adv. mgr.; W. E. Stoner, pur. agt. **Det. Rep.**—F. H. Bourke, 3222 E. Jefferson ave., Detroit, Mich.

RICHARDSON CO., THE, 2645 Lake st., Melrose Park, Ill. Molded plastic products, laminated sheet, rods and tubes, fabricated parts, molded laminates. J. C. Richardson, secy., adv. mgr.; R. W. Jorgensen, sales mgr.; **Det. Rep.**—Stanley L. Lundsten, 13730 W. Eight Mile rd., Oak Park 37, Mich. **Adv. Agcy.**—Durkin & Rader, Inc., Chicago, Ill.

RICHMAN CHEMICAL PRODUCTS CO., 2632 W. 19th st., Chicago, Ill. Automotive chemicals: hydraulic brake fluids, transmission fluid, shock absorber fluids, shellac compounds, cements, windshield sealers, tire dressings, cleaners and repair materials, all-purpose enamel, engine enamels, top dressings, radiator specialties, polishes and cleaners, oils, lubricants and undercoating. H. I. Richman, pres.; P. H. Richman, secy.; S. Mendelson and D. I. Richman, sales mgrs. **Det. Rep.**—Leo Simon, 18039 Appoline ave., Detroit 35. **Adv. Agcy.**—J. H. Fisher Assoc., Chicago 10, Ill. J. H. Fisher, acct. exec.

RIGIDIZED METALS CORP., 716 Ohio st., Buffalo 3, N. Y. Design-strengthened and textured metal. Richard S. Smith, pres.; Robert G. Leary, vice-pres., sales mgr.; Catherine Galleciez, secy.; Donald H. Campbell, vice-pres. and treas.; Earl S. Dehn, asst. sales; Richard Sampson, pur. agt. **Det. Rep.**—Fred A. Leisen, 623 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—Melvin F. Hall Adv. Inc., Buffalo 2, N. Y. Dolph Lindgren, acct. exec.

RIKER MFG. INC., 4901 Stickney ave., Toledo 12, O. Heavy duty mufflers, diesel stacks, exhaust system acces. W. F. Riker, pres.; L. D. Riker, vice-pres.

RINCK-McILWAINE, INC., 16 Hudson st., New York 13, N. Y. Walter Rinck, pres., gen. and sales mgr.; John J. McGucklin, vice-pres. and works mgr.; George W. McIlwaine, secy.-treas. **Adv. Agcy.** — R.A.F. Advertising Agency, New York, N. Y.

RING-WALD PRODUCTS, 123 N. Lowry ave., Springfield, O. Manufacturers of motor and thermal operated flashes, steering column switches and solenoids.

RINSHED-MASON CO., 5935 Milford st., Detroit 10, Mich. Lacquers, enamels, acrylics, undercoats and thinners. Frederick G. Weed, pres.; W. R. Barrett, vice-pres. and gen. mgr.; J. R. Mason, vice-pres. and mgr. of refinish div.; L. Frohberg, vice-pres. in chge. of sales. **Adv. Agcy.**—Hall-Scott Advertising, 2924 West Grand blvd., Detroit 2, Mich. John Rogers, acct. exec.

RITE TOOL CO., INC., 136 Pocasset st., Fall River, Mass. Hand lathe for turning and undercutting automotive and other small armatures. Seabury B. Waring, pres., treas.; Ray C. Westgate, secy.

RIVERSIDE TANK & MANUFACTURERS CORP., 1230 Clinton ave., St. Clair, Mich. Safety tanks for trucking industry. T. R. Cartwright, pres.

ROADWAY MOUNTING & EQUIPMENT CO., INC., 21177 Mound rd., P. O. Box 164, Van Dyke, Mich. Truck bodies and accessories. Leonard J. Marquis, pres.; Charles D. Mosier, vice-pres.; Agnes C. Marquis, secy.-treas.

ROBBINS CO., JIM, Stephenson hwy. at 14 Mile rd., Royal Oak, Mich. Airfoil Bug and Snow Deflectors, Molded Plastics, full view Anti-Static Plastic Polish, sunfoil Mirror Visors. J. M. Robbins, pres.; A. F. Robbins, vice-pres.; R. L. Simmons, treas.; H. G. Michael, gen. mgr.; S. Simcak, prod. mgr.; W. Johnson, sales mgr.

ROBERK CO., Muller ave., Norwalk, Conn. Rear view mirrors. Joseph M. Robins, pres.; Norman Berke, vice-pres., sales mgr.; Louis Nagy, works mgr.; Max Robins, pur. agt.

ROBERTS TOLEDO RUBBER CO., 1200 Prospect ave. & M. C. R. R., Toledo 6, O. Mechanical industrial rubber products. Robert Roberts, pres., gen. mgr., sales mgr.; H. R. Packard, asst. secy.; P. R. Roberts, secy.-treas.; L. E. Rhodes, chief chemist; H. V. Rogers, rubber development engr.; R. C. Schrinel, traf. mgr.; K. L. Smith, pub. rel. mgr. **Det. Rep.**—R. B. Harper & Co., 814 Fisher bldg., Detroit, Mich.

ROBOTYPER CORP., 125 East Allen, Hendersonville, N. C. Automatic letter-writing equipment. D. C. Griffin, pres.; L. V. Oxley, vice-pres., chief engr.; Robert S. Miller, secy.; Patrick W. Gallagher, treas.; Harold B. Blythe, pur. agt. **Det. Rep.**—Royal Typewriter Co., 5953 Woodward ave., Detroit 2, Mich. **Adv. Agcy.**—Royal McBee Corp., Westchester ave., Port Chester, N. Y.

ROCHESTER MFG. CO., INC., Rockwood, Rochester 10, N. Y. Oil pressure gauges, water temperature gauges, fuel level gauges, ammeters. William Mulcahy, chmn. of bd.; A. H. Ottman, pres. and gen. mgr.; Clark L. Hastings, vice-pres., chge. sales; Warren W. Hastings, vice-pres., plant mgr.; David McEwen, sales mgr.; Wm. Chase, adv. mgr.; Robt. Morgan, chief engr.; L. A. Mumford, pur. agt. **Adv. Agcy.**—Hutchins Adv. Co., Inc., Rochester, N. Y. Stuart Rice, acct. exec.

ROCHESTER PRODUCTS DIV., General Motors Corp., 1000 Lexington ave., Rochester 3, N. Y. Carburetors, cigarette lighters, steel tubing. Wallace E. Wilson, gen. mgr.; F. Dean Lowell, sales mgr.; John P. Nally, adv. mgr.; K. F. Lingg, serv., parts and acces. mgr.; E. Olson, chief engr.; S. W. Aman, pur. agt. J. P. Cahill, traf. mgr.; J. F. Hughes, pub. rel. mgr. **Det. Rep.**—H. E. Stahl, General Motors bldg., Detroit 2. **Adv. Agcy.**—D. P. Brother and Co., Detroit, Mich. T. W. Jipson, acct. exec.

ROCKFORD CLUTCH DIV., Borg-Warner Corp., 18th ave. and 9th st., Rockford, Ill. Automotive clutches, industrial clutches and power take-offs. H. L. Emerson, pres. and gen. mgr.; G. L. Christianson, exec. vice-pres.; R. A. Carlson, vice-pres., engrg.; E. R. Williams, sales mgr.; F. M. Palmquist, secy.-treas.; M. E. Carlson, works mgr.; C. H. Garmager, dir. of engrg. and research; A. H. Anderson, chief products engr.; C. G. Knott, pur. agt. **Det. Rep.**—A. M. Reibitz, 7-234 General Motors bldg., Detroit. **Adv. Agcy.**—Midwest Adv. Agency, Rockford, Ill.

ROCKWELL SPRING AND AXLE COMPANY, Main Offices: Coraopolis, Pa. Products: bumpers, universal joints, coil, precision and mechanical springs, open

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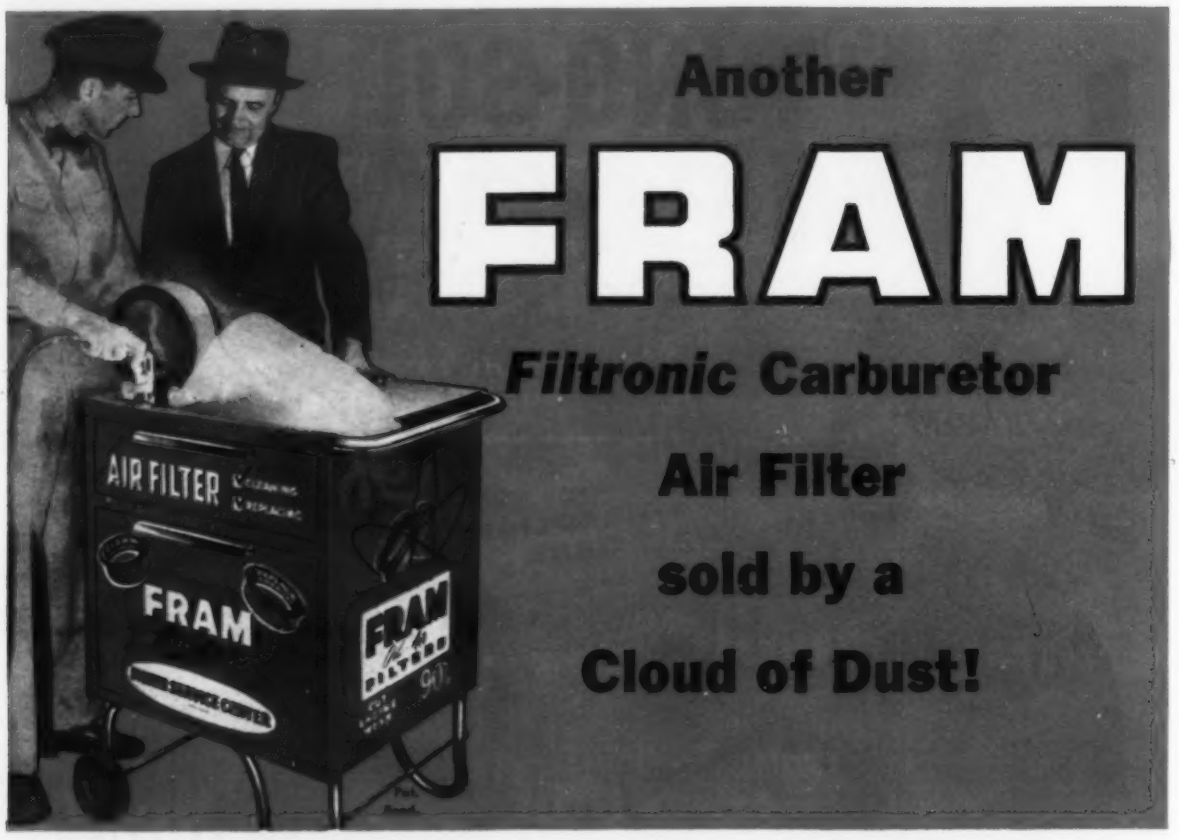

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Imagine—in a *cloud of dust* you quickly, graphically, dramatically show your customers the need for a new cartridge. Here's a selling tool as important to you as your Spark Plug Tester. It scientifically cleans your customers' air filters. You show 'em and *sell 'em* at the same time.

Just open the handy drawer in the Service Center and select the right cartridge for the car. The Service Center holds everything you need to sell more filter cartridges: demonstrators, tools, oil and air filter cartridges—in one handy location. Easily wheels about for convenient servicing and storage. Uses your air hose—no special installation!

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Makes Air Filter Sales Easy as 1-2-3

Remove wing nut from air filter housing. Place cartridge on twin rollers of Service Center Cleaning Unit.

Open air flow to cleaning unit to force dirt and dust particles out of filtering media. Cartridge turns on spindle.

Out come dirt and dust particles in a cloud! Shield controls cloud for a dramatic customer demonstration!

FRAM
OIL • AIR • FUEL • WATER
FILTERS

Who's Who in the Auto Industry

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steel floor grating, corronizing, seat cushions, back springs, flat leaf springs, tubular seat frames, axles, gears, transmissions, forgings, light and heavy stampings, brake parts and assemblies, trailer axles, axle bogey units. Colonel W. F. Rockwell, chmn. of bd.; C. J. Queenan, pres.; A. A. Finnell, secy.; W. Balliette, treas.; C. B. Black, sales mgr.; M. B. Hammond, adv. mgr. **Det. Rep.**—C. B. Black, 1217 Fisher bldg. **Adv. Agcy.**—MacFarland, Aveyard & Co., 333 N. Michigan ave., Chicago, Ill.

RODMAN MFG. CO., INC., 105 S. Gorham st., Jackson, Mich. "Grip-On" mechanic's protective work covers; seat, fender, steering wheel and utility covers (floor mat covers, battery covers, etc.), exhaust tubing, fittings, and blowers. M. S. Rodman sr., pres.; gen. mgr.; M. S. Rodman jr., vice-pres., gen. sales mgr.; Wilhelmina Rodman, secy.-treas.

ROHM & HAAS CO., Washington Square, Philadelphia 5, Pa. Plexiglas sheets and molding powders. Otto Haas, pres.; Dr. D. S. Frederick, vice-pres.; F. J. Rarig, secy.; Dr. F. O. Haas, exec. vice-pres.; W. T. McClintock, treas.; Dr. D. A. Rothrock, sales mgr.; N. G. Wedemeyer, asst. sales mgr.; R. P. Goodale, adv. mgr.; B. Post, adv. mgr.; P. J. Clarke, pur. agt. **Det. Rep.**—R. C. Oglesby, Nor-Way bldg., 20211 Greenfield rd., Detroit 35, Mich. **Adv. Agcy.**—John Falkner Arndt & Co., Philadelphia, Pa. R. N. D. Arndt, acct. exec.

ROLLER BEARING CO. OF AMERICA, Sullivan Way, West Trenton, N. J. Cylindrical roller bearings. Raymond E. Trainer, pres., gen. mgr.; Francis H. Trainer, vice-pres., works mgr.; Robert V. Trainer, secy.; Edward C. Trainer, treas.; E. M. Scribner, asst. sales mgr.; Victor L. Barr, chief engr.; Richard J. McCoy, pur. agt.; James J. Grace, sales mgr. repl. div. Robert R. Voorhees, sales mgr.

ROLLWAY BEARING CO., INC., 541 Seymour st., Syracuse 4, N. Y. Cylindrical roller bearings, radial and thrust. H. F. Hodgkins, pres.; J. D. Williams, vice-pres. and gen. mgr.; A. Alven, sales mgr.; E. R. Francis, asst. sales; H. A. Pierce, adv. mgr.; H. E. Kaye, chief engr.; W. R. Bowes, pur. agt. **Det. Repa.**—H. C. Anderson, M. S. Kilsdonk, 550 Maccabees bldg. **Adv. Agcy.**—Barlow Advertising Agcy., Inc., Syracuse 1, N. Y. Robert K. McCabe, acct. exec.

ROOTES MOTORS, INC., 505 Park ave., New York 22, N. Y., 42-32 21st st., Long Island City 1, N. Y.; 9830 W. Pico blvd., Los Angeles, Calif. Concessionaires and sole importers of English made cars and trucks of the Rootes Group and The Rover Company (Hillman, Humber, Sunbeam, Rover Passenger Cars, Commer, Karrier and Land Rover commercial vehicles). Directors, William Rootes, Reginald Rootes, Brian Rootes, E. L. Frolich, P. C. A. Carpenter and J. T. Panks; secy.-treas., P. Lloyd-Owen; East Coast sales mgr., C. R. Melton; West Coast sales mgr., H. Henkel; Overseas sales mgr., R. A. Wimbush; East Coast serv. mgr., W. Knouff, West Coast serv. mgr., D. Bennett; East Coast parts mgr., R. Kessell; West Coast parts mgr., R. Cesnat; Retail sales mgr., G. Polcari, Retail serv. mgr., E. Quinn; shipping mgr., C. Bosch; pur. agt., F. DeSimone, **Adv. Agcy.**—Erwin, Wasey & Co., Inc., G. Ingaram, acct. exec.

ROSS COLES & CO., INC., 333 W. Lake st., Chicago 6, Ill. Merchandise prize incentives. Robert B. Douglass, pres.; John F. Higgins, vice-pres., sales; George Zenner, treas. **Det. Rep.**—Charles Smith, 16953 James Couzens hwy. **Adv. Agcy.**—Goodkind, Joice and Morgan, Chicago, Ill. Alden Joice, acct. exec.

ROSS GEAR AND TOOL CO., INC., Lafayette, Ind. Steering gears for automobiles, buses, trucks, farm equipment, road machinery and boats. J. E. Jarrell, pres.; F. H. Davis, vice-pres.; E. E. Leitner, vice-pres.; O. J. Norris, secy.-treas.; P. A. Newman, chief eng.; M. W. McConnell, pur. agt.; T. A. Decker, serv. mgr.; P. L. Hofmeister, dir. of ind. rel. **Adv. Agcy.**—Caldwell-Larkin & Sidener-Van Riper, Inc., Indianapolis, Ind.

ROTARY LIFT CO., 1054 Kansas, Memphis 2, Tenn. Automobile, mechanics' bus and truck lifts; special hydraulic lifting devices. Hugh Allan, pres.; Oliver Cathey, secy.; D. W. Humphreys, vice-pres.; N. V. McDaniel jr., asst. sales mgr.; Dorothy Curd, adv. asst.; Frank Lott, serv. mgr.; J. B. Harrison, vice-pres., engrg.; Hugh Maxwell, chief engr.; W. E. Rier, pur. agt.; W. P. Gay, traf. mgr. **Det. Rep.**—T. G. Downey, Div. Mgr., 7310 Grand River ave., Room 118, Harvey Nestle, sales prom. mgr., 16141 Harper ave., E., Detroit 24, Mich. **Adv. Agcy.**—Greenhaw & Rush, Inc., Memphis, Tenn. Holton Rush, acct. exec.

ROTTLER BORING BAR CO., 1221 Poplar pl., Seattle 44, Wash. C. T. Rottler, pres.; D. B. Rottler, secy., J. C. Rottler, treas. **Adv. Agcy.**—Advertising Counselors, Seattle, Wash.

ROWLAND, INC., WILLIAM & HARVEY, 1414 Fairmount ave., Philadelphia, Pa.; 449 Marietta st., N.W., Atlanta, Ga.; 419 Melwood st., Pittsburgh, Pa. Leaf springs, coil springs, helper springs, coil suspension parts, shock absorbers, ignition lines, fan belts, thermostats, piston rings, fuel pumps, carburetors, clutches, power-take-offs, power-take-off joints, universal joints, turn signals, reflectors, mirrors, safety lights, oilers, master and wheel cylinders, spray paint, fire extinguishers, cables and wire bulbs, auto chargers, brass fittings, fuel lines, gaskets and grease seals, water compounds, radiator fluids, fuel and radiator caps, creepers, Wix filters. Dr. William D. Gordon, pres.; Samuel Pflug, vice-pres.; G. Lavine, secy.-treas.

ROYAL METAL MFG. CO., 175 N. Michigan ave., Chicago 1, Ill. Waiting room furniture, storage and wardrobe cabinets, shelving (open and closed bin). Joseph K. Salomon, pres.; George Lautemann, vice-pres.; George H. Lowell, secy.-treas.; Carl Engstrom, works mgr.; B. C. (Ben) Berney, gen. sales mgr.; Ben Gordon, sales mgr. **Det. Rep.**—Carl Wois, 5440 Cass ave. **Adv. Agcy.**—William Hart Adler, 919 N. Michigan ave., Chicago, Ill. Bill Adler, acct. exec.

RPM PRODUCTS, INC., 17260 Gable ave., Detroit 12, Mich. Mouldings, stampings, assemblies. J. Lee Rycenga, pres., sales mgr.; Charles Hull, vice-pres., gen. mgr.; Fred Colombo, secy.; M. Van Peteghem, prod. mgr. **Det. Rep.**—J. Lee Rycenga.

R.P.O. CHEMICAL CORP., 2727 E. Nine Mile rd., Hazel Park, Mich. R.P.O. paint dissolver. Carl J. Schroeder, pres., treas. and sales mgr.; David W. Schroeder, vice-pres.; Paul J. Schroeder, secy.; works mgr. **Adv. Agcy.**—Zelsey Associates, Detroit, Mich.

R-TIC AIRE CO., 106 W. 19th st., Kansas City 8, Mo. Automotive air conditioning. Frank Snyder, gen. mgr.

RUBATEX DIV., Great American Industries, Inc., Bedford, Va. Closed cell sponge rubber, open cell sponge rubber. R. A. Pritzker, pres.; Donald A. Levine, gen. mgr.; L. G. Norman, works mgr.; W. C. Walters, acting sales mgr.; C. O. Mitchell, engr.; Mary B. Dean, pur. agt. **Det. Rep.**—R. B. Harper Co., 814 Fisher bldg.

RUBBER-SEAL PRODUCTS CO., INC., 29-43 W. Apple st., Dayton 2, O. Body sealing materials (adhesives, plastics, putties, guns, etc.) for waterproofing and dustproofing new and used automobiles. Roy T. Ellis, pres., treas, chief engr.; Mrs. Roy T. Ellis, vice-pres.; Andrew Iddings, secy.; S. B. Carpenter, sales mgr.; E. L. Mehaffy, pur. agt. and off. mgr.

RUEBY PROCESS, 234 Court st., Rochester 4, N. Y. Auto sign kit, decals, posters, plastic pennants, scotchlite emblems, used-car banners and window signs. Ray Rueby sr., pres.; Ray Rueby jr., sales mgr.; Robert M. Rueby, chief engr.; Jane Flynn, pur. agt.

RUGER EQUIPMENT, INC., 615 W. Fourth st., Uhrichsville, O. Portable hydraulic floor cranes, truck-mounted hydraulic cranes. W. H. Davis, pres., treas., gen. mgr.; L. R. Aiken, vice-pres., works mgr. **Adv. Agcy.**—Merchandising, Inc., Newark, O. Ed Gallagher, acct. exec.

RUSSELL, BURDSALL & WARD BOLT AND NUT CO., Midland ave., Port Chester, N. Y. Plants at Coraopolis, Pa., Rock Falls, Ill., Los Angeles, Calif. Bolts, nuts, screws, rivets, washers. Evans Ward, chmn. of bd.; William E. Ward, pres. and gen. mgr.; Samuel N. Comly, exec. vice-pres.; Harry O. McCully, vice-pres. and sales mgr.; Robert H. Burdsall, vice-pres., secy., adv. and sales prom. mgr.; John B. Gates, treas.; R. Pigot, prod. engr.; Charles Steers, pur. agt. **Det. Rep.** — Aaron L. Evans, 7-169 General Motors bldg., Detroit, Mich. **Adv. Agcy.**—Marsteller, Rickard, Gebhardt and Reed, New York, N. Y. Samuel Wildfeir, acct. exec.

RUSSELL MFG. CO., THE, Middletown, Conn. Brake linings, clutch facings, car seat belts, aero seat belts and buckles, aero rings, shock cord, endless belts, nonelastic web, webbing, conveyor, transmission and elevator belting. L. A. Runton, pres.; L. S. Sullivan, vice-pres. sales; H. C. Morton, dir. research and mgr. auto. mfg.; H. C. Butterworth, export sales mgr.; A. F. List jr., belting and narrow fabric sales mgr.

RUST MASTER CHEMICAL CORP., 56 Creighton st., Cambridge, Mass. Rust master, sludge master, leak master, carb master, parts master. Dudley L. Millikin, sales mgr.; Henry D. Dillon, asst. sales mgr., pur. agt. **Det. Rep.** — Anthony Ruzich, Chicago. **Adv. Agcy.**—Cory Snow, Inc., Boston, Mass.

RYAN AERONAUTICAL CO., 2701 Harbor dr., San Diego 12, Calif. Aircraft and airframe components, exhaust systems, jet engine structures, rockets, ramjets, target planes, missiles, electronic research. T. Claude Ryan, pres. and gen. mgr.; George C. Woodard, exec. vice-pres.; Robert Clark, works mgr.; C. A. Stillwagen, secy.-treas.; Sam C. Breder, sales mgr.; P. C. Hickerson, asst. sales mgr.; William Wagner, pub. and employe rel. dir.; William Brotherton, pub. rel. mgr.; Bruce Smith, vice-pres., engr.; Frank Fink, vice-pres. and chief engr.; R. W. Carr, pur. agt.; M. K. Smith, material mgr.; Taft Kallof, traf. mgr. Victor Camfield jr., Dayton, O. Rep. **Adv. Agcy.**—Batten, Barton, Durstine and Osborn, Los Angeles, Calif. Jones Hawley, acct. exec.

RYDER ADVERTISING CO., Morristown, N. J. Name plates, scotchlites, key cases, advertising and convention specialties, business gifts. F. L. Ryder, gen. mgr.

S

S K F INDUSTRIES, INC., Front st. and Erie ave., Philadelphia 32, Pa. Ball and roller bearings. R. H. DeMott, chmn. of the bd.; E. R. Broden, pres.; S. H. Murray, asst. to the pres.; T. W. Dinlocker, vice-pres., treas.; A. S. Roberts, secy.; S. H. Smith, vice-pres. in chge. sales; R. G. Moore, adv. mgr.; G. Palmgren, vice-pres. chge. engrg. and research; C. J. Reimer jr., gen. pur. agt.; J. Bromer, pur. agt.; H. Whartenby, traf. mgr.; J. H. Sutherland, dir. of sales; B. J. Fraher, dir. mktg. **Det. Rep.** — W. C. Ahlers, 18350 Schaefer, Detroit 35, Mich. **Adv. Agcy.**—O. S. Tyson & Co., Inc., 230 Park ave., New York 17, N. Y.

S & M LAMP CO., 119 W. 36th pl., Los Angeles 7, Calif. Clearance lites, marker lites, mirrors, flag lites, backup lites, safety lites, reflectors, reflector flares, stop and tail lites, directional signals, trailer connectors, flags, fuses, tractor lites, dome lites, flashers, portable flood lites, police and fire department safety lites. Earl D. Mourgan, sales div.

S. O. S. CO., 7123 W. 65th st., Chicago 38, Ill. Scouring pads (steel wool and soap, combined) for cleaning white-wall tires. Charles Kendrick, pres.; George W. Brooks, vice-pres., gen. mgr.; Charles A. Tucker, gen. sales and adv. mgr. **Adv. Agcy.**—McCann-Erickson, Inc., San Francisco, Calif. C. Hestorff, acct. exec.

S & W TOOL CO., 1001 E. Manchester, Los Angeles 1, Calif. Specialized tools and parts for complete re-manufacturing of Chrysler-engineered fluid drive units. Sam Zinkow, gen. mgr.; Edward Zinkow, chief engr. and pur. agt.

SAATY FUEL INJECTOR CORP., 1050 Broad, Providence, R. I. Fuel injector for automotive and industrial engines. T. N. Saaty, pres.; Harry Liehr, vice-pres. gen. mgr. and sales mgr.; Henry Tetrault, works mgr.; Roger Wangstman, chief engr.

SABRE METAL PRODUCTS, INC., 8000 West 47th st., Lyons, Ill. Low-bed trailers. E. A. Yucis, pres.; Mrs. Veronica Yucis, vice-pres.; Mrs. Elvige Yucis, secy.-treas.; Chuck Urnest, plant mgr.; John Kadubec, works mgr.; Al. T. McCauley, contr.; John H. Coon, chief engr.

SAFETEE GLASS CO., 4717 Stenton ave., Philadelphia 44, Pa. Laminated glass products, flat and bent—**Sealed Brilliance** mirrors, bullet-resisting glass, automobile glass, laminated plastic, goggles, lenses, etc. Ralph A. Gibbs, pres.; James W. Gibbs, vice-pres.; A. Boehm, secy.; C. L. Krebs, treas.; A. G. Worrall, research and development engr.; C. A. McCusker, sales and sales prom. mgr. **Det. Rep.**—J. E. Morrison.

SAFETY ENGINEERS, INC., P. O. Box 1753, Stockton, Calif. Automobile stabilizer. Durward A. Spencer, pres. and gen. mgr.; Sam Wahyou, vice-pres.; Forrest E. Macumber, secy. and treas.

SAF-T-LOK MFG. CO., Box 2625, St. Louis 16, Mo. Auto seat belts, restraining straps for children. Les Casanover, pres. and gen. mgr.; Jan Casanover, vice-pres.; M. Weismantle, secy. and treas.; Walter Thomas, sales mgr. **Adv. Agcy.**—Setco Co., St. Louis, Mo.

SAGINAW INDUSTRIES CO., 2101 S. Jefferson ave., Saginaw, Mich. Saginaw replacement grilles. E. C. Swift, pres., gen. mgr.; H. D. Snyder, vice-pres., sales mgr.; Otto Carlson, secy.-treas.; N. S. Eastin, contr.; E. H. Dycewicz, chief engr.; T. R. Sprott, plant mgr.

SAGINAW STEERING GEAR DIV., General Motors Corp., 3900 Holland, Saginaw, Mich. Power and manual steering gears, hydraulic pumps, steering linkages, propeller shafts, universal joints, ball bearing screw and ball bearing spline assemblies. William H. Doerfner, gen. mgr.; Joseph E. Godfrey, works mgr.; Harry Hawkins, dir. of sales and engr.; Fred M. Ison, sales and service mgr.; Wesley Mitts, asst. sales mgr.; C. W. Lincoln, chief engr.; Fred M. Cooper, pur. agt.; Bernard Rae, traf. mgr. **Adv. Agcy.** — D. P. Brother & Co., General Motors bldg., Detroit 2, Mich.

SAGINAW WIRE PRODUCTS, INC., 5763 Dixie hwy.; Saginaw, Mich. Formed wires and wire products specializing in lengths up to 14 feet. J. H. Hoern, pres.; C. E. Dilts, vice-pres.; Ezra H. Frye, secy.; W. Lloyd Yeo, treas.; L. W. Staples, gen. mgr. **Det. Rep.**—James C. McDonald, 450 Westwood dr., Birmingham, Mich.

ST. CLAIR RUBBER CO., 440 E. Jefferson ave., Detroit 26, Mich. Rubber coated fiberglas and cotton fabrics, rubber adhesives, flat rubber pressed goods, molded and extruded rubber goods. S. R. Livingstone, pres., treas., gen. mgr.; L. R. Turner, exec. vice-pres., sales mgr.; F. E. Lester, vice-pres., contr.; H. G. Higbie, secy.; L. J. Stverak, vice-pres., prod.; J. W. Boukamp, asst. sales mgr.; P. Fairfield, chief engr.; M. Haynes, pur. agt.

ST. PIERRE CHAIN CORP., 50 Frank st. Worcester 4, Mass. Tire chains, tractor chains, tools forgings. Henry St. Pierre, pres., treas. and gen. mgr.; Thomas St. Pierre, vice-pres., sec. and works mgr.; Raymond D. Moore, gen. sales mgr.

SALES ACCOMPLISHMENT CO., 121 Circle rd., Syracuse 10, N. Y. Incentive pay plan for auto salesmen based on rewarding selling effort. Sales management aids for the auto and truck dealer. Stewart H. Johnson, gen mgr. **Adv. Agcy.**—Doug Johnson Associates, Syracuse, N. Y.

SALSBURY CORP., 1161 E. Florence ave., Los Angeles 1, Calif. Tire changing equipment for cars and trucks, air hammers, motor seal system for cracked motor blocks and cylinder heads. E. F. Salsbury, pres., gen. mgr.; G. L. Carpenter, treas.; L. D. Thostenson, works mgr., engr.; H. I. Salsbury (Motor seal and pneumatic tool div.) sales mgr.; W. H. Kurtz, pur. agt. **Det. Rep.**—Tiremaster div., Roger Schoenheide, 12737 Mettetal, Detroit 27, Mich.

SANDERS & CO., 125 Ivy st., N. E., Atlanta 3, Ga. Automobile venetian blinds, wash mitts, polishing mitts. Alton Sanders, pres., treas.; A. M. Sanders, secy. **Adv. Agcy.** — Warren, Bearden, Frankel, Atlanta, Ga.

SANTAY CORP., 351 N. Crawford ave., Chicago 24, Ill. Automatic cigar lighter, windshield washer, sun visor—plastic. Daniel Szantay, pres.; V. Szantay, James E. Wood, vice-presidents; R. Parkhurst, treas.; M. J. Lalick, sales mgr.; T. P. Kennedy, pur. agt. **Adv. Agcy.** — Elwin Advertising Agency, 154 E. Erie, Chicago 11, Ill.

SANZO SPECIALTIES, Box 68, Endicott, N. Y. "World's Largest Match Books," sales promotion plans, used car key tags with beaded chains, advertising specialties, standard forms. Anthony Sanzo, owner; Anthony Sanzo jr., sales mgr. **Det. Rep.** — Thomas Weinzapt, 1918 Evansdale, Toledo, O.

SARAN LINED PIPE CORP., 2415 Burdette, Ferndale 20, Mich. Pipe, fittings, valves and tubing. S. H. Blackstone, pres.; J. W. Reed, secy.-treas.

SATORI CO., LTD., PETER, 325 West Colorado, Pasadena, Calif. Importers and distributors for Rolls Royce, Bentley and Aston Martin. Importers and distributors for the Western United States for Auto Union products. Peter Satori, pres.; Claudia L. Satori, vice-pres., secy.; Homer Black, gen. mgr.; Paul Bergman, works mgr.; Teadoro Pecado, sales mgr. **Adv. Agcy.**—Erwin L. Buxton, Advertising, 659 E. Walnut, Pasadena, Calif.

SAYLOR-BEALL MANUFACTURING CO., St. Johns, Mich. Air compressors, spray guns, tire pumps, farm and factory general purpose unit, farm and home general purpose units. R. V. Allman sr., pres.; R. V. Allman jr., vice-pres.; George L. Reynolds, chief engr. and sales mgr.; Henry W. Dellar, pur. agt.

SCANDINAVIA BELTING CO., 744 Broad st., P. O. Box 464, Newark 1, N. J. Automotive brake linings. Col. W. C. Fenton, pres.; C. P. Miller, vice-pres.; C. B. Whitley, secy., works mgr.; V. A. Spina, treas., gen. mgr.; A. E. Daly, sales mgr., automotive div.; J. G. Bolton, chief engr. **Det. Rep.**—J. M. Hallissy, 2321 St. Clair ave., Cleveland 14, O. **Adv. Agcy.**—J. M. Kesslinger & Assoc., 37 Saybrook pl., Newark 2, N. J.

SCHAUER MANUFACTURING CORP., 4529 Alpine ave., Rossmoyne, O. Battery chargers, battery boosters, growlers, automotive test instruments. A. J. Kohn, pres. treas.; G. L. Nord, vice-pres., chief engr.; S. E. Wright, vice-pres., sales; K. Wilson, asst. sales mgr.; D. T. Face, pur. agt. **Adv. Agcy.**—Keelor & Stites, Cincinnati, O.

SCHENEKER IRON WORKS, INC., 350 Sycamore st., Buffalo 4, N. Y. Snow plows truck mounted, back hoe diggers truck mounted, special equipment. Michael J. Scheneker, pres., gen. mgr.; Alvin W. Matthies, vice-pres., sales mgr.; John Cook, secy.; Gertrude Stypczynski, treas.

SCHERER, CORP., R. P. 9425 Grinnell ave., Detroit 13, Mich. Gelatin capsules for lubricants, oils, starting fluids, chemicals and special formulas. Robert P. Scherer, pres.; C. M. Van Kirk, exec. vice-pres.; Edw. W. Johnson, secy.-treas.; Karl Senff, sales mgr.; Norman J. Boehm, adv. mgr.; LeRoy Farnum, pur. agt.; Frank Stark, traf. mgr. **Adv. Agcy.**—Cortez F. Enloe, Inc., New York, N. Y. Dr. C. F. Enloe, acct. exec.

SCHILDMEIER CO., H. C., 312 N. Senate ave., Indianapolis 2, Ind. Wheel balancer, wheel press, hydraulic dual tire lift, mechanical tire lift, tire dolly, weight pliers. Leah R. Schildmeier and J. H. Schildmeier, partners; Sandy Garvin, pur. agt.; H. L. Summerfield, sales mgr.

SCHLEGEL MANUFACTURING CO., 227 N. Goodman st., Rochester 7, N. Y. Windlace, seaming lace, moulding, assist straps, robe rails, glass run channel, pile lining, polishing buffs. Carl F. Schlegel, pres., gen. mgr.; James F. Sproat, treas., sales dir.; Kenneth C. Schlegel, sales mgr. and adv. mgr.; Bernard Weckelman, chief engr.; James F. Doris, pur. agt.; Donald A. Tesch, secy. **Det. Rep.**—Automotive Materials Corp., 2200 Fisher bldg.

SCHNABEL CO., S. Tenth st., Pittsburgh 3, Pa. Truck bodies, refrigerated; package delivery, retail milk and all other custom-built truck bodies. John A. Schnabel, pres.; Ray Mansmann, treas., chmn. of bd. and gen. mgr.; Mildred Manrmann, vice-pres.; John B. Stoessel, works mgr.; Adolph Stark, chief engr.; Donald N. Rupert, asst. to gen. mgr.; C. L. Moulin, pur. agt.; Lloyd Heatherington, sales mgr.; James A. McKenzie jr., treas.

SCHOFIELD MFG. CO., 1140 East 222nd st., Cleveland 17, O. Autobody replacement panels, door repair panels. Edwin H. Graver, gen. mgr.

SCHRADER'S SON, A., Div. of Scovill Mfg. Co., Inc., 470 Vanderbilt ave., Brooklyn 38, N. Y. Tire valves, caps, cores, tire pressure gauges, airline (chuck) gauges, air chucks, tire valve service tools, electric valve and tube vulcanizers, spark plug tire pumps, air hose fittings, quick couplers, blow guns, valves for rubberized fabric containers, cylinders and valves for factory air installations. S. T. Williams, vice-pres., gen. mgr. (A Schrader's Son div.); G. A. Drew, vice-pres., gen. sales mgr.; D. A. Jones, mgr. acces. sales; F. L. Engstrom, mgr. ind. sales; D. F. Cisney, adv. mgr.; C. H. Wilkens, asst. sales mgr., chge. of Akron branch; G. H. Schneider, mgr. tech. serv. (Brooklyn, N. Y.). **Adv. Agcy.**—G. M. Basford, 60 E. 42nd st., New York 17, N. Y.

SCHROEDER & TREMAYNE, INC., 1711 Delmar blvd., St. Louis 3, Mo. Imported English chamois, imported French chamois, Cord-bound chamois, Seawool sponges, Cellusponge and Alpine cellulose sponges. Theodore Schroeder, pres., gen. mgr.; F. B. Schroeder, vice-pres., sales mgr.; Carl Rueck, secy.-treas.; A. Smith, pur. agt.

SCHWITZER CORP., 1125 Massachusetts ave., Indianapolis 7, Ind. Automotive fans and pumps, engine dampers, superchargers, turbo chargers and engine pumps and seals. Louis Schwitzer, chmn. of bd.; Louis Schwitzer jr., pres.; John Anderson, vice-pres., mfg.; Kurt Beier, vice-pres., engrg.; E. J. Dowd, secy., compt.; Forrest Smith, mgr. procurement admn.; E. S. Witchger, gen. sales mgr.

SCIAKY BROS., INC., 4915 W. 67th st., Chicago 38, Ill. Electrical resistance welding equipment (spot, projection, seam, flash-butt welders, standard and special machines, multiple welders, rocker arm, roll spot and press type, portable guns, electronic controls, transformers and boosters). David Sciaky, pres.; Sam Sciaky, vice-pres.; Mario Sciaky, dir. of Calif. research plant; Maurice Sciaky, vice-pres.; J. Carasso, secy.; P. Benveniste, treas.; F. Swanson, plant mgr.; W. J. Farrell, chief application engr.; Tom L. Lonergan, mktg. mgr.; V. B. Hjerpe, chief engr.; J. Billik, pur. agt.; L. Pijon, traf. mgr. **Det. Rep.**—Leo Gilbert, Room 442 New Center bldg., 7430 second blvd., Detroit, Mich. **Adv. Agcy.**—Russell T. Gray, Chicago, Ill.

SCINTILLA DIV., Bendix Aviation Corp., Sidney, N. Y. Ignition equipment for piston, jet, turbo-jet and rocket motors, industrial engine magnetos, electrical connectors, fuel injection for diesel engines, ignition analyzers and other components and accessories. G. E. Steiner, gen. mgr.; T. Z. Fagan, dir. sales, serv.; D. B. Morse, sales mgr.; F. O. Rettberg, adv. mgr.; W. J. Spengler, dir. of engrg.; H. C. Walters, asst. dir. of engrg.; B. E. Gregoire, chief engr., electrical; L. W. Trees, serv. mgr.; G. C. Cottrell, compt.; C. Kuebler, factory mgr.

SCOVILL MANUFACTURING CO., 99 Mill st., Waterbury 20, Conn. General Mfg. Div.: Metal parts and complete assemblies made on a contract basis. Complete manufacturing and finishing facilities for the production of stamping, drawn shells, and eyelets from steel, aluminum, brass, copper and zinc. Forging and Screw Machine Div.: Screw machine products made to order. Nonferrous metal forgings. Closure Div.: "Paneloc" panel fasteners, high performance fasteners, rotary latches, snap fasteners. Industrial Fastener Div.: Pre-assembled washer units, machine, self-tapping and Philip's head screws, special industrial fastening devices. L. P. Sperry, chmn. of bd.; W. M. Goss, pres.; M. L. Sperry, II, exec. vice-pres.; H. Merriman, secy.-treas.; H. W. Wild, vice-pres., gen. mgr. of gen. mfg. div.; P. E. Fenton, vice-pres., gen. mgr., closure div.; C. P. Goss, vice-pres., gen. mgr., mills div.; W. H. Machin, gen. mgr., forging and screw machine div.; Wm. Black, sales mgr., ind. fastener sales; L. P. Cobb, dir. of pur.; J. B. Griffin, traf. mgr.; A. C. Curtiss, vice-pres., pub. rel. mgr.; G. K. Thornton, adv. mgr. **Det. Rep.** — Metalec Sales, Inc., 1135 Fisher bldg.; Thomas S. Howell, 19455 James Couzens hwy. **Adv. Agcy.** — Needham, Louis and Brorby, Inc., New York, N. Y. Leonard Bridges, acct. exec.

SCULLY SIGNAL CO., 174 Green st., Melrose 76, Mass. Whistling gas tank fill signals, "Ventalarm." Frank P. Scully, pres.; Edward C. Kleber, treas.; Carl A. Goodard, vice-pres. sales. **Det. Rep.**—R. G. Firth, 22285 Michigan ave., Dearborn, Mich.

SEALED POWER CORP., 2001 Sanford st., Muskegon, Mich. Piston rings, transmission sealing rings, side seal oil rings, pistons, cylinder sleeves. Paul C. Johnson, pres.; R. E. Murbarger, vice-pres. in chge. of sales; D. M. Hesling, vice-pres. in chge. engrg.; B. T. Pickel, vice-pres. chge. mfg.; G. E. Reynolds, secy.-treas.; R. A. Snyder, sales mgr., original equip. div.; C. H. LeFevre, sales mgr., replacement sales div.; J. E. Norwood, sales prom. and adv. mgr.; E. C. Beck, chief engr.; L. P. Kelly, pur. agt. **Det. Rep.**—J. L. Talbott, Edward Carlson, Geo. Jobin jr., Edw. H. Lejuste, 7-236 General Motors bldg.

SEALEX CORP., 1545 E. Washington blvd., Los Angeles 21, Calif. Convertible soft top dressing, anti-friction additives. Milton Rubin, pres., gen. mgr.; Bernard Lippman, vice-pres.; Gene Rubin, secy., treas. and sales mgr.; Fred Garces, works mgr. **Adv. Agcy.**—The Art Studio, Culver City, Calif. Alvin Kurtzman, acct. exec.

SEALTIGHT CORP., 228 1st st., N. E., Cedar Rapids, Ia. Ignition insulators. O. W. Lawrence, pres.; H. A. Stone, vice-pres.; C. W. Nelson, secy., gen. mgr., pur. agt.; Milton Shapiro, adv. and sales mgr.; M. LaTour, credit mgr.; E. J. Wasta, treas. **Adv. Agcy.** — Altman-Gilbert Adv. Agency, Cedar Rapids, Ia.

SEALTITE QUILTING CORP., 471 Manhattan ave., Brooklyn 21, N. Y. Electronic quilting of vinyl plastic. Jerome Fine, pres.; Moses Weiss, treas.; Irving Ladd, traf. mgr. **Adv. Agcy.** — Erland, New York, N. Y.

(Continued on Page 254)

"I OWN A THUNDERBIRD! I USE TURTLE WAX!"

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The World's Finest Auto Polish

Who's Who in the Auto Industry

(Continued from Page 253)

SEAMAN PAPER CO., 1236 Sherman ave., Evanston, Ill. Insulation, aircraft insulation, auto body boards. J. B. Seaman, pres.; Clayton Seaman, vice-pres.; M. Folkers, secy.; A. J. Drusch, treas.

SEAMLESS RUBBER CO., 253 Hallock ave., New Haven 3, Conn. Tape for masking, protecting, sealing, identifying, insulating, reinforcing. A. R. Gow, pres.; J. Thos. Gibbons, vice-pres., asst. to pres.; E. J. McDonald, secy-treas.; F. F. Hollowbush, compt.; W. B. Watson, vice-pres., fact. mgr.; H. L. Barich, gen. sales mgr.; W. H. Boylan, sales mgr. F.O.B. industrial tape; E. P. Dawson, adv. mgr.; G. H. Greenwald, serv. mgr.; A. A. Kent, chief engr.; John E. Coutts, pur. agt.; Frank Gehrke, traf. mgr. **Det. Rep.**—W. C. Weeks, 3860 Carriage rd., Birmingham, Mich. **Adv. Agcy.**—Chas. W. Hoyt, Inc., New York 17, N. Y.

SEAVIEW INDUSTRIES, 4030 N. W. 29th st., Miami 38, Fla. Fold-down awnings, marquee carports, marquees, custom-made awnings. Paul Rimmeir, pres.; Nathan Becker, vice-pres.; Ralph Tanner, gen. mgr.; Joseph Cicero, sales mgr.; Edward Murphy, asst. sales mgr.; Budd S. Sheesley, adv. mgr.; Walter Bullard, serv. mgr.; Harry Wells, chief engr.; John Berger, pur. agt.; Ruth W. Boen, pub. rel. mgr.

SEIBERLING RUBBER CO., Akron 9, O. Tires, tubes, floor mats, rigid plastics, tire rebuilding accessories and repair materials. J. P. Seiberling, chmn. of bd., pres.; W. P. Seiberling, secy.; R. J. Thomas, vice-pres. and treas.; H. P. Schrank, exec. vice-pres.; C. E. Jones, vice-pres., compt.; L. M. Seiberling, vice-pres., chge. sales; E. A. Hensal, vice-pres., chge. prod.; R. L. Perkins, H. E. Thomas, asst. secretaries; J. H. Higgins, mgr. mfrs. sales; J. J. Walbeck, mgr., adv. and mdse.; W. T. Johnson, gen. sales mgr.; J. A. Fouche, asst. gen. sales mgr.; W. E. Cowell, serv. mgr.; E. R. Gibson, pur. agt.; A. P. Baum, traf. mgr.; Douglas Mueller, pub. rel. dir. **Det. Rep.**—P. J. Dunn, Room 7-255, General Motors bldg., Detroit, Mich. **Adv. Agcy.**—Meldrum and Fewsmith, Carnegie Hall, Cleveland 15, O. William Tucker, acct. exec.

SERVICE MOTORS, INC., 581 Hempstead Turnpike, Elmont, L. I., N. Y. Crosley automotive equipment and accessories for autos, industry and military use. Crosley 4-cylinder gasoline engines and parts for autos, industrial use, refrigeration, generators. All parts and equipment related to Crosley products. Edward A. Herzog, pres.; Hy Golfman, vice-pres.; George W. Drum, gen. sales mgr.; Harry D. Francis, chief engr.

SERVICE PARTS SYSTEMS, INC., 13380 E. Nine Mile rd., East Detroit, Mich. Small parts stocking units, specialized steel equipment for efficient storing and handling of small parts, units for counter, bench, and assembly line use. E. F. Major, pres.; A. C. Ferguson, vice-pres.; Mrs. E. F. Major, secy.

SERVICE STEEL DIV., 1435 Franklin st., Detroit 7, Mich. Steel tubing, seamless, welded, stainless, boiler, cold drawn butt welded. Richard S. Van Pelt, pres., treas.; R. A. Siewert, sales mgr.; C. M. Foster, vice-pres.; Alex Lloyd, works mgr.; W. S. Wilson, secy.; C. G. Beaubien, adv. mgr., pur. agt.; T. Smyth, traf. mgr.; Don Van Pelt jr., chief engr. **Adv. Agcy.**—Claude E. Whipple, Adv., Detroit 1, Mich. E. M. Davidson, acct. exec.

SERVICE SUPPLY CO., 1115 Seventh st., Denver 4, Colo. Radiator and block seal, non-acid cooling system cleaner, acid type cooling system cleaner, Rust inhibitor and water pump lubricant, carburetor and fuel pump cleaner, tuneup oil, auto wash, hand cleaner, grease remover, Wrencho penetrating oil, chamois skin cleaner, diesel and gasoline engine starting fluid, clear rubber lubricant, windshield cleaner, brake fluid, ready-to-use motor cleaner. Wm. L. Knoyer, pres., gen. mgr.; E. W. Redman, plant mgr.; T. H. Stevenson, sales mgr., adv. mgr.

SETH THOMAS CLOCKS, A Div. of General Time Corp., 135 S. Main st., Thomaston, Conn. Electric and keywind household and commercial clocks. D. J. Hawthorne, pres.; J. H. Schmidt, secy.; E. W. Jamison, treas.; P. M. Fischer, gen. mgr.; Wm. Mara, serv. mgr.; R. Kramer, chief engr.; C. E. Campbell, pur. agt.

SHAKEPROOF DIV., Illinois Tool Works, St. Charles rd., Elgin, Ill. Lock washers, pre-assembled screw and washer, nut and washer, thread cutting screws, self-locking nuts, terminals, spring washers, sealing fasteners. Harold Byron Smith, pres.; Eugene W. Fuller, J. B. O'Conner, E. W. Shipman, vice-presidents; J. R. Russell, secy.; Andrew L. Pontius, gen. mgr.; W. E. Bruse, works mgr.; R. W. Bill, sales mgr.; K. C. MacKay, mdse. mgr.; W. M. Hanneman, exec. engr.; F. K. Knohl, chief consultant; A. L. Froehlich, pur. agt.; P. F. Anderson, sales prom. mgr.; Jay Tomlin, pub. rel. mgr.; R. D. Toler, adv. mgr.; Wm. McMinn, traf. mgr. **Det. Rep.**—Russell H. Maude, 1403 E. State Fair, Detroit 3. **Adv. Agcy.**—Waldie and Briggs, Inc., 221 N. LaSalle st., Chicago 1, Ill. R. M. Wall, acct. mgr.

SHALER CO., 21 E. Jefferson st., Waupun, Wis. Tire and tube repair materials, lubrication oil specialties. A. G. Gibbons, chmn. of bd.; J. A. Zeratsky, pres.; W. S. Coles, exec. vice-pres.; H. C. Engelbracht, treas.; J. H. Boyle, sales supvr.; H. W. Nicholas, mgr. after mkt. dev.; H. Hanson, chief engr.; B. H. Bredeson, pur. agt. **Det. Rep.**—Claude E. Sharp, 914 Donovan bldg. **Adv. Agcy.**—Walker B. Sheriff, Inc., Chicago.

SHARON STEEL CORP., Sharon, Pa. Pig iron, open hearth ingots, blooms, slabs, billets, sheet bar and plates, alloy and stainless hot and cold rolled strip steel, black, pickled and coated strip steel, special alloy coated strip steels, sheet steel, tensional and heavy duty steel strapping, strapping tools and accessories, lithographed seals, electric welded steel tubing, steel strong posts, lintels, scaffolding, racks, electro galvanized strip, painted strip, titanium products, coke, sulphate, benzol, toluol, xylol, solvent and tar. Henry Roemer, chmn. and pres.; J. J. Kraus, sales vice-pres.; K. O. Swanson, secy.; W. T. Blair, vice-pres. and treas.; W. J. McCune, sales gen. mgr.; A. M. Tredwell jr., vice-pres. oper.; D. B. Carson, exec. vice-pres.; J. D. Neuman, vice-pres., and dir. of pur.; R. B. Allen, mgr. hot rolled sales; J. E. Sowers, pub. rel. and adv. mgr.; E. A. Heutsche, mgr. c.r. and coated sales; A. G. Neese, mgr. stainless and alloy; L. H. Wilson, mgr. forging and semi-finished sales; R. N. Merk, chief engr.; G. R. McQuiston, pur. agt.; L. K. Whitcomb, mgr. prod.; F. W. Bennett, asst. vice-pres. and traf. mgr. **Det. Mgr.**—R. E. Peterson, P. O. Box 4438, Joyfield Station, Detroit 28, Mich. **Adv. Agcy.**—McClure and Wilder, Inc., Warren, O. Robert McClure, acct. exec.

SHATTERPROOF GLASS CORP., 4815 Cabot ave., Detroit 10, Mich. Shat-R-Proof, sheet and featherweight laminated glass (flat or curved), curved windshields of Shat-R-Proof plate and safety glass in clear, tinted and shaded. W. B. Chase, pres.; P. J. Chase, vice-pres.; V. G. Brown, vice-pres., sales mgr.; W. A. Duckett, vice-pres., flat glass division; Paul H. Croll, secy.; E. E. DeFobio, treas.; W. A. Corner, pur. agt.; John E. Lovely, traf. mgr.; Harry A. Kinsel, ind. rel. mgr. **Det. Rep.**—Hayes Hidy, 223 S. Clairmont ave., Springfield, O.

SHAW & SLAVSKY, INC., 13821 Elmira, Detroit 27, Mich. Bin marking systems, control boards used car, parts and accessory price tags, contest boards, service department boards, used car price boards. John R. Slavsky, pres.; Robert J. Shaw, vice-pres.; Ray Bernacki, ind. sales mgr.; Hans Ruede, chief engr.; Joseph Slawski, supt. **Adv. Agcy.**—Rossi & Co., Detroit, Mich. Vince Rossi, acct. exec.

SHEEHAN CO., R. T., 8070 N. Territorial rd., Plymouth, Box 345, Mich. Metal belt hot and cold forging conveyors, metal belt stamping and press conveyors, special application metal belt conveyors. R. Thomas Sheelan, owner and pres.

SHELL OIL CO., 50 W. 50th st., New York, N. Y. Motor and aviation fuels; diesel, heating and industrial fuels, lubricants and greases, asphalt products, liquefied petroleum gas, organic and agricultural chemicals. H. S. M. Burns, pres.; A. G. Schei, financial vice-pres.; J. A. Horner, secy.; C. C. Combs, treas.; J. L. Wadlow, P. C. Thomas, Selwyn Eddy, gen. sales mgrs.; D. C. Marschner, adv. mgr., sales prom. mgr.; W. H. Bratches, pur. mgr.; T. T. Thompson, asst. pur. mgr.; H. L. Curtis, vice-pres. pub. rel. **Det. Div. Mgr.**—John Southworth, 154 Bagley ave. **Adv. Agcy.**—J. Walter Thompson, New York, N. Y.

SHELLER MFG. CORP., Plants: Portland, Ind., Chicago, Ill., Keokuk, Ia., Norfolk, Va., Union City, Ind., Montpelier, Ind., and Pendleton, Ind. Products: Steering wheels, molded extruded, hard and sponge rubber, polyurethane foam, chrome plated die castings, metal stampings and screw machine products, cork gaskets, cork tile and misc. cork products. Tom Bradley, pres.; E. J. Cosgrave, J. A. McKeown, O. G. Vinnedge, S. L. Mathewson, vice-presidents; N. G. McLaughlin, secy.-treas. Detroit Offices: General Motors bldg.

SHENK & CO., S. A., 2101 S. High st., Columbus 7, O. Re-manufactured shock absorbers, carburetors, and water pumps; re-manufactured Ford distributors, and master and voltage regulators. Sol A. Shenk, pres.; A. J. Reich, vice-pres., sales mgr.; Edgar Bachmann, secy., gen. mgr.; Otis Sizemore sr., works mgr., chief engr., Robt. Bergquist, pur. agt.; Alfred J. Lussheim, traf. mgr. **Det. Rep.**—Grantello Sales Co., Cleveland, O. **Adv. Agcy.**—Cye Landy Agency, Columbus, O. Cye Landy, acct. exec.

SHEPPARD CO., INC., R. H., Hanover, Pa. Diesel engines, diesel power units, diesel generating sets, diesel farm tractors, diesel industrial tractors. R. H. Sheppard, pres.; H. O. Sentz, treas.; Robert Luckie, secy.; Kenneth Borland, sales mgr., agriculture, George Hornberger, sales mgr., engine; Leonard Wright, export mgr.; Earl Petry, chf. engr.; G. Sponseller, serv. mgr.; R. Reifsnider, pur. agt.; Tom Murphy, adv. dept. **Adv. Agcy.**—William B. Kamp Co., Lancaster, Pa. William Kamp, acct. exec.

SHERMAN-KLOVE CO., THE, 3535 W. 47th st., Chicago 32, Ill. Screw machine products, pipe plugs, mechanic's hand serv. tools, metal tool boxes, metal boxes (all types), metal cabinets. J. W. McDonough, pres. gen. mgr.; W. J. McDonough, vice-pres., works mgr., pur. agt.; E. L. McDonough, secy., sales mgr.; W. S. Sherman, treas.; T. O. Rueb, chief engr. **Det. Rep.** — Sidney Norwood, 5-254 General Motors bldg., Detroit.

SHERMAN PRODUCTS, INC., 3200 West 14 Mile rd., Royal Oak, Mich. Power digger and fork lift for Ford tractors; power digger and front end loader for Fordson Major Diesel tractors; reversing transmission and combination transmission and live power take-off clutch; power steering for Fordson Major Diesel tractors; cover jointers for plows. W. A. Romain pres.; J. C. Scowcroft, asst. to pres.; W. F. Beckman, vice-pres. in chge. of mktg.; V. J. Crampton, secy.-treas.; H. A. Strong, works mgr.; R. W. Humes, sales mgr.; W. E. Henderson, asst. sales mgr. and adv. and sales prom. mgr.; D. C. Zuehlsdorff, asst. adv. and sales prom. mgr.; R. A. Kirsch, serv. mgr.; E. R. Lupin, chief engr.; C. L. Gay, pur. agt.; W. E. Allen, traf. mgr. **Adv. Agcy.**—Clark and Boberts, Inc., Detroit, Mich.

SHERRILL CORP., THE, Maxico, Ind. Magnetic compasses, for boats, planes, autos. B. E. Sherrill, pres.; John S. Sherrill, vice-pres.; L. C. Williams, secy.-treas.; Louis V. Mahany, sales mgr.

SHERWIN-WILLIAMS CO., 101 Prospect ave., Cleveland 1, O. Paints, varnishes, lacquers, chemicals, pigments, automotive finishes. A. W. Steudel, pres.; A. H. Burt, vice-pres., dir. of sales; F. J. Squires, secy.; L. H. Schroeder, treas.; V. Mills, gen. mgr. of mfg.; E. W. Windsor, gen. mgr. automotive finishes sales; D. J. May, sales prom. mgr., automotive finishes; R. F. Henning, dir. of purs.; J. B. Sanford, traf. mgr.; C. F. Toll, gen. mgr. natl. adv. **Adv. Agcy.**—Fuller Smith & Ross, Cleveland, O.

SHORE-CALNEVAR, INC., 2881 E. Pico, Los Angeles 23, Calif. License plate frames, replacement wheel discs, doll-up discs and wire wheel discs. Phillip Shore, pres.; Fred Piotkin, vice-pres.; Joseph Sillman, gen. sales mgr.; Harold Sloier, chief engr.; Mel Marks, traf. mgr. **Det. Rep.**—J & H Sales, 75 E. Wacker dr., Chicago, Ill.

SHULER AXLE CO., Subsidiary of Fuller Manufacturing Co., 2901 S. 2nd st., Louisville, Ky. Heavy-duty one-piece tubular trailer axles, truck and bus front steering axles and miscellaneous forgings. F. E. O'Callaghan jr., pres.; J. F. Bleakley, exec. vice-pres.; F. W. Pallant, treas.; R. C. Carson, vice-pres., chge. of engrg.; R. J. Everhart, pur. agt.; L. King, mgr. West Coast div.—Oakland, Calif.; H. S. Passage, Tulsa office—204 S. Cheyenne st.; S. G. Olling, Chicago office—5555 Sheridan rd. W. D. Renz, eastern dist. office, Sylvan Beach, N. Y. **Det. Rep.**—J. L. Edington, 18954 James Couzens hwy., Detroit, Mich. **Adv. Agcy.**—Doe Anderson Co., Louisville, Ky. Warwick Anderson, acct. exec.

SHUR-GLOSS MFG. CO., 3536 N. Knox ave., Chicago 41, Ill. Shur Wonder-Wash for car washing and Shur Wonder-Whyte for white wall tire cleaning. A. R. Kohn, pres.; J. A. Fabrie, sales mgr.; H. D. Kohn, asst. sales mgr. and vice-pres.; **Det. Rep.**—W. A. Bottle, 14343 Forrer ave., Detroit 27, Mich. **Adv. Agcy.**—Burlingame-Grossman Co., Chicago, Ill.

SHURE MFG. CORP., 1601 S. Hanley rd., St. Louis 17, Mo. Manufacturers of Shure-built automotive service merchandisers, work benches, portable service benches, steel panaling, tool carts and appearance servicers, and "Scotty" industrial shop equipment. S. J. Shure, pres.; J. A. Richardson, vice-pres., gen. sales and adv. mgr. **Det. Rep.**—R. E. Woods, 1296 Argentine rd., Linden, Mich. **Adv. Agcy.**—Padco Adv. Co., St. Louis, Mo. Paul Kranzberg, acct. exec.

SHURHIT PRODUCTS, INC., South Market st., Waukegan, Ill. Automotive ignition repair parts and portable test equipment. E. A. Harrington, pres. and gen. mgr.; Henry S. Clark, vice-pres. and sales mgr.; Harold C. Blakeslee, sales prom. mgr.; R. D. Harrington, chief engr.; R. E. Grissett, pur. agt. **Adv. Agcy.**—Arthur Mogge, Chicago, Ill. Ed Lund, acct. exec.

SHURLY, E. R., CO., 2525 W. Jefferson, Trenton, Mich. Automobile displays, automobile sales promotions, plastic automobile parts. Edmund R. Shurly, pres., gen. mgr.; H. Gordon Wood, secy.-treas.

SIEBRING MFG. CO., George, Ia. Steam cleaners, cleaning compounds, tractor loaders, industrial portable oil gas furnaces. Claude Siebring, pres.; Owen Siebring, gen. mgr. and pur. agt. **Adv. Agcy.**—**Amundson-Belstein,** Sioux City, Ia.

SIEWEK TOOL CO., 2862 E. Grand blvd., Detroit 2, Mich. Rapid clamping drill jigs, fixture locks, fixture clamps, fixture details. C. D. Reason, pres. sales mgr.; R. E. Reason, gen. mgr. **Adv. Agcy.**—Rolfe C. Spinning, Inc., Detroit, Mich.

SIGHT FEED GENERATOR CO., Factory and sales offices: West Alexandria, O. Portable and stationary acetylene generators, Rexarc hard-facing and manganese electrodes, Rexarc automatic welders and positioners. C. F. Smith, pres. and gen. mgr.; Earl Rinck, vice-pres. and asst. mgr.; Howard J. Petry, sales mgr.; C. Blaine Duncan, mgr. adv. and sales prom.; Donald Smith, secy., chf. engr.; Robert Reik, treas. and office mgr.

SIGNA-CRAFT, INC., 292 Fifth ave., New York, N. Y. Autogram initials, signet keys and key chains. L. K. Stupell, pres.; Norman J. Stupell, vice-pres.; Stanley Antin, sales mgr., sales prom. mgr. **Det. Rep.**—Herman D. Weiss. **Adv. Agcy.**—Blaine-Thompson, New York.

SIGNAL-STAT CORP., 523-539 Kent ave., Brooklyn, N. Y. Directional signals for passenger cars, trucks and buses, flashers, switches for directional signals, Fuse-in-line receptacles, stoplite pilots, emergency lites, stop and tail lights, "Coni-Seal" hydraulic brake parts. A. Hollins, pres.; J. R. Hollins, vice-pres., chf. engr.; L. S. Hollins, secy.-treas.; W. A. Raftery, sales mgr.; S. Millerman, adv. mgr. **Adv. Agcy.** Ehrlich, Neuwirth & Sobo, 210 Madison ave., New York, N. Y.

SILENT HOIST & CRANE CO., 841 63rd st., Brooklyn 20, N. Y. Cranes for trucks, hoist catch basin cleaning machines, hoist capstans and winches for trucks, hoist truck towers for public utilities, fork lift truck-and-boom crane combination. J. W. Wunsch, pres.; E. M. Wunsch, vice-pres.; Samuel Wunsch, secy.-treas.; M. M. Botnick, sales mgr.; Emanuel Jacoby, adv. mgr.; J. Parlangelli, parts and access. mgr.; F. K. Flynn, chief engr.; A. Yuzzolino, pur. agt. **Det. Rep.**—Northland Equipment Co., 26000 W. 8 Mile rd., Detroit 19, Mich. **Adv. Agcy.**—Harry Hurst, New York 3, N. Y.

SILVER VOGUE AUTO SEAT COVER CO., 6713 Fifth ave., Brooklyn 20, N. Y. Automobile seat covers, arm rest covers, static eliminators, steering wheel covers, auto secretaries and map cases. Irving Silver, owner.

SILVESTRI ART MFG. CO., 1147 West Ohio st., Chicago 22, Ill. Exhibits, convention and trade shows, point of sale displays, automotive displays and show room accessories, animation displays, single units and ensemble combinations, industrial displays. George G. Silvestri, pres.; Bernard J. Gorman, vice-pres., Samuel F. Kamin, compt.; Paul Miedell, works mgr. **Det. Rep.**—Sidney Seeley, 21151 Mack ave., Grosse Pointe Woods, Mich. **Adv. Agcy.**—Frederick C. Williams, 22 West Monroe st., Chicago, Ill.

SIMMONS FASTENER CORP., North Broadway, Albany, N. Y. Fasteners, transit case handles. Charles A. Simmons sr., pres.; Harry Rose, vice-pres., gen. mgr.; Charles A. Simmons jr., secy.-treas.; Charles H. Palmer, asst. mgr. **Det. Rep.**—W. T. Peterson Co., 16950 Harper ave. **Adv. Agcy.**—Fred Wittner Advertising Agency, 581 5th ave., New York, N. Y.

SIMONIZ CO., 2100 Indiana ave., Chicago 16, Ill. Car, floor and furniture appearance products, synthetic sponges. Elmer Rich, chmn. of bd.; Elmer Rich jr., pres.; Charles V. Lipps, vice-pres. chge. mkt.; Donald E. Cluck, sales mgr.; Walter V. Clark, natl. accts. mgr.; Paul Greenfield, asst. to vice-pres. chge. of mkt.; Robert Joselyn, automotive prod. mgr.; Charles Fahler, household prod. mgr.; Neil Salemi, sales prom. mgr. **Adv. Agcy.**—Young & Rubicam, Richard Treat, automotive acct. exec.; William Nagler, household acct. exec.

SIMPLEX PRODUCTS INC., 9361 American, Detroit 4, Mich. Stabilizers and smooth-omatic (double stabilizer), blower wheels. Edmund Hans, pres.; Thomas Eady, vice-pres.; C. Kenneth Barry, secy.

SIMPLEX TIME RECORDER CO., South Lincoln st., Gardner, Mass. Master clock systems, payroll recorders, time stamps, cost recorders, watchclocks, card racks, time cards. Curtis G. Watkins, pres., gen. mgr.; Alexander Campbell, vice-pres.; Hilton Whiting, secy. pur. agt.; Edward A. Morse, treas.; Julius Skamarycz, works mgr.; F. Paul Hallock, asst. sales and adv. mgr.; John J. Evans, serv. mgr.; Henry Rixford, chief engr.; Harold E. Moore, traf. mgr. **Det. Rep.**—J. Wayne Chrisman, mgr., 7338 Woodward ave.

SINCLAIR GLASS CO., Ceredo, W. Va. Automotive glass lens, stop and tail lamp lens, parking lamp and interior lamp lens. F. R. Hodges, pres.; R. J. Mikolas, vice-pres.; J. A. Jadrich, secy.

SINCLAIR REFINING CO., 600 Fifth ave., New York 20, N. Y. Gasoline, diesel fuel, heating and motor oil, automotive and industrial greases, cutting oils, and industrial lubricating oils. J. E. Dyer, pres.; C. F. McGoughran, secy.; M. F. Braeckel, vice-pres., dir. of mktg.; L. J. Hoar, vice-pres., asst. gen. sales mgr.; L. W. Leath, vice-pres., gen. sales mgr.; J. J. Delaney, adv. mgr. **Adv. Agcy.** — Morey, Humm & Warwick, Inc., New York, N. Y.

SINKO MFG. & TOOL CO., 3135 Grand, Chicago 22, Ill. Automatic cigar lighters, bug deflectors, windshield ice scrappers, air speed indicator, steering wheel spinners, wind silencers, rear deck "Fin-Lite." John Sinko, pres.; H. O. Nielsen, secy.; Irving W. Jorgensen, sales mgr. **Det. Rep.**—W. A. Bill Strouse, Sandusky, Ohio. **Adv. Agcy.**—A. J. Siegal, Chicago, Ill.

SKIL CORP., 5033 Elston ave., Chicago 30, Ill. Portable electric saws, drills, sanders, grinders, shears, blowers, Valve seat grinders. Bolton Sullivan, pres.; E. B. McConville, exec. vice-pres.; James L. McManus, secy.; Ralph B. Brundrett, treas.; J. J. Topolinski, vice-pres. of mfg.; William K. Downey, vice-pres. of sales; W. H. Ferry, ind. sales mgr.; R. P. Melius, wholesale sales mgr.; Carl D. McWade, adv. mgr.; Carl G. Schaaf, serv. mgr.; R. W. Christensen, vice-pres., engr.; John L. Schuler, pur. agt.; Edward A. Nied, traffic mgr.; **Det. Rep.**—Vic Moore and Norm Thale, 17160 Wyoming. **Adv. Agcy.**—Fuller & Smith & Ross, Chicago, Ill. H. O. Hayes, acct. exec.

SMASH-PROOF CO., 6000 State ave., Ashtabula, O. Garage creepers, garage creeper casters, mechanic's seat. Reed O. Hulbert, pres. **Det. Rep.** — Tom Coughtrie, 5637 Summit st., Sylvania, O. **Adv. Agcy.**—Ads-Up Co., Box 103, Ashtabula, O.

SMITH CORP., A. O., 3533 North 27th st., Milwaukee 8, Wis. Automobile and truck frames, control arms, petroleum and natural gas line pipe, pressure vessels, oil field deep well casing, commercial water heaters, electric motors, gasoline dispensing pumps, welding machines and electrodes, petroleum meters, glass protected steel crop storage and industrial storage units and glass coated steel smokestacks. L. B. Smith, pres.; F. S. Cornell, exec. vice-pres.; J. R. Wallace, secy.; M. J. Vollmer, treas.; U. T. Kuechle, vice-pres., automotive sales; Fred Mackey, vice-pres. of mfg.; S. E. Wolkenheim, dir. of mktg.; J. A. Duvall, adv. mgr.; W. W. Higgins, chief engr.; M. E. Morgan, pur. agt.; R. H. Hellman, traf. mgr.; G. R. Allen, pub. rel. mgr. **Adv. Agcy.**—Klau-Van Pietersom-Dunlap, Milwaukee, Wis. Monte J. Sanders, acct. exec.

SMITH WELDING EQUIPMENT CORP., 2633 Fourth st., S. E. Minneapolis 14, Minn. Welding and cutting torches, outfits, regulators, soldering torches, A. C. transformer type arc welders. L. L. McBurney, pres., treas.; J. E. Smith, vice-pres., secy.; R. A. Swanson, works mgr.; W. H. Fulton, sales mgr.; N. N. Canfield, adv. mgr.; sales prom. mgr.; R. T. Dvorak, serv. mgr.; Tage Falk, chief engr.; D. D. Mattson, pur. agt. **Adv. Agcy.**—Savage-Lewis Inc., Minneapolis, Minn. Harvey Kruse, acct. exec.

SMOOTH-ON MANUFACTURING CO., 572 Communipaw ave., Jersey City 4, N. J. Smooth-On iron cements, aluminum, brass cements and epoxy resin body repair compounds. Henry M. Silver, pres.; J. Haviland Tompkins, vice-pres., treas. and chief engr.; George G. Tennant jr., secy.; Henry M. Silver, pur. agt.; Joseph Gerwer, traf. mgr. **Adv. Agcy.**—Michel-Cather, Inc., 2 Park ave., New York 16, N. Y. William Cather III, acct. exec.

SNAP-ON TOOLS CORP., 8028 28th ave., Kenosha, Wis. Socket wrenches, metal tool boxes, open end wrenches, boxocket wrenches, pliers, punches and chisels, electric drills, sanders and bench grinders, miscellaneous hand tools and shop equipment items. Joseph Johnson, pres.; Rogers Palmer, V. M. Cain, A. Jensen, W. W. Daniel, vice-presidents; R. L. Grover, secy.; W. C. Nemitz, treas.; A. M. Jensen, works mgr.; Rogers Palmer, sales mgr.; John Conron, sales prom. mgr.; Geo. A. Smith, adv. mgr.; G. M. Walraven, chief engr.; F. A. Tetziaff, pur. agt.; R. W. Becherer, asst.; W. J. Kazmer, traf. mgr. **Det. Rep.**—W. J. Sharbach, 93 Piquette ave. **Adv. Agcy.**—Bert S. Gittins Advertising, 739 N. Broadway, Milwaukee 2, Wis., George Reichert, acct. exec.

SNO-FLAKE PRODUCTS CO., 2485 Beaufait, Detroit 7, Mich. Compounds for wheel polishing, spray booth coating spray booth water curtain, drawing, dust control and paint stripping. Maurice D. German, pres., treas.; Thomas B. McCarthy, vice-pres., sales mgr.; Wayne Van Osdol, secy.; R. E. Cavanaugh, prod. mgr. **Det. Rep.**—Main office and plant, 2485 Beaufait, Detroit 7, Mich.

SNUGL WHEEL WEIGHT MFG. CO., P. O. Box 605, Kokomo, Ind. and 736 S. Greenleaf, Whittier, Calif. Wheel balancing weights for passenger cars, trucks and buses. Claude W. Mills, pres.; Ralph W. Mills, gen. mgr. **Adv. Agcy.**—J. H. Kennedy, 201 N. Wells st., Chicago 6, Ill.

SNYDER MFG. CO., 22nd and Ontario, Philadelphia 40, Pa. Auto antennas, exhaust extensions, bumper jax. Benj. L. Snyder, partner; Gerson Snyder, partner; Dick Morris, sales mgr.; Milt Schindler, adm. asst.; Robert McKay, pur. agt. **Adv. Agcy.**—Brooks & London, Philadelphia, Pa. Lew London, acct. exec.

SNYDER TOOL & ENGINEERING CO., 3400 E. Lafayette, Detroit 7, Mich. Special machine tools. Howard N. Maynard, pres., treas.; Kenneth B. Hollidge, vice-pres., secy.; George H. Whitehouse, vice-pres., gen. mgr.; Leo Gajda, chief engr.; H. Purdy, pur. agt. **Adv. Agcy.**—Clark & Bobertz, Inc., 826 Fox bldg., Detroit 1, Mich. John Dow, acct. exec.

SOBENITE, INC., 1026 W. King st., South Bend 16, Ind. Automotive plastic and hardware products, custom injection molding. P. H. Sanders, pres. and gen. mgr.; Alex Dick, vice-pres.; D. H. Sanders, secy.; N. P. Bowsher, treas. **Det. Rep.**—Geo. Harper, 614 Stephenson bldg., W. Grand blvd., Detroit, Mich.

SOCIETE ANONYME CHRYSLER, 50 Rue de Naples, Antwerp, Belgium. Assembly plant. Passenger cars, trucks and marine engines. N. Kelley jr., pres. and dir.; S. G. Keevill, managing dir. and dir.; A. Osterrieth, W. Wallace, directors; J. A. Ramboux, treas.; H. B. Hindley, auditor.

SOCONY MOBIL OIL COMPANY, INC., 150 E. 42nd st., New York 17, N. Y. Gasoline, motor oil, heating fuel and other fuels, many other petroleum products. B. B. Jennings, chmn. of bd.; A. L. Nickerson, pres.; J. C. Case, P. V. Keyser jr., J. F. Seal, C. S. Teitsworth, Herbert Willetts, vice-pres.; V. B. Geibel, treas.; A. M. Sherwood, secy.; P. C. Salman, comptr.; H. J. Schmidt, gen. counsel. **Adv. Agcy.**—Compton Adv. Agency, 261 Madison ave., New York, N. Y.

SODRIN CORP., 2748 McGee, Kansas City 8, Mo. Automobile chemicals and Black Magi bug remover cloth. Roy O. Ludwig, pres., gen. mgr.; A. L. Hibdon, vice-pres. **Rep.**—John L. Gallagher Sales Co., 307 Pasadena blvd., Toledo, O.

SO-LO JACK CO., INC., Oliver st., Attleboro, Mass. Automobile jacks, wunda wiper polishing cloths, top cylinder lubricators. Carl G. Larson, pres.; Ray E. Larson, vice-pres.; Lambert F. Larson, secy.; C. W. Cederberg, treas., gen. mgr.; R. W. Cederberg, sales mgr.

SOLROL MFG. CO., 731 W. Court pl., Chicago 6, Ill. Roll away sunshade for use on the inside of an automobile. B. J. Connon, pres.; **Adv. Agcy.**—Slauf Advertising Agency, Chicago, Ill. F. Slauf, acct. exec.

SONORA RADIO AND TELEVISION CORP., 2023 W. Carroll ave., Chicago 12, Ill. Radios and television receivers. Joseph Gerl, pres.; Charles Robbins, vice-pres., sales mgr.; George Brodsky, adv. mgr.; Don Fetterman, chief engr.; Paul Feinberg, pur. agt. **Adv. Agcy.**—George Brodsky, Chicago, Ill.

SONOTONE CORPORATION, Elmsford, N. Y. Nickel-cadmium battery. Irving I. Schachtel, pres.; Dr. L. Grant Hector, vice-pres.; J. J. Christophel, secy.; George T. Sotel, treas.; John J. Greska, works mgr.; Eugene F. Murphy, sales mgr.; Leonard Kane, adv. dir.; Dr. L. Grant Hector, dir. tech. optns; John J. Downs, pur. agt. **Adv. Agcy.**—Doherty, Clifford, Steers & Schenfield, New York, N. Y. Robert Timmerman, acct. exec.

SORENSEN MFG. CO., INC., 32-31 57th st., Woodside 77, N. Y. Automotive ignition parts, battery cables and wire, carburetor kits and parts. H. C. Sorensen, pres., treas.; S. G. Sturgis, vice-pres., sales mgr.; A. E. Kelsen, secy.; H. Greenfield, gen. mgr.; J. S. Soltys, works mgr.; T. F. Sweeney, pur. agt. **Adv. Agcy.**—Picard, Marvin, Inc., New York, N. Y.

SOSS MANUFACTURING CO., 21777 Hoover rd., Detroit 13, Mich. Automotive hinges, door, hood, rear deck; invisible hinges, automotive and special stampings. Samuel Soss, pres.; Andrew Ten-Eyck, vice-pres., chge. of sales; Stanley Disher, secy.; Harold Marko, asst. sales mgr.; Carl O. Mackenzie, sales rep.; Frank Wambold, chief engr.; William Shulman, pur. agt.; Thomas Richardson, traf. mgr.; E. Muhme, pub. rel. mgr. **Det. Rep.**—Eugene J. Ellison, 462 Eastlawn, Detroit 15.

SOUTH BEND WOOD PARTS, INC., 1344 W. Sample st., South Bend 21, Ind. Station wagon wood parts, radio and television cabinets, automotive industrial and agricultural wood parts. D. H. Sanders, pres., secy.; N. S. Bowsher, vice-pres., treas.; P. E. Gerber, prod. mgr.; W. M. Leslie, pur. agt.

SOUTHERN CALIFORNIA MUFFLER CORP., 8439 Warner dr., Culver City, Calif. Header exhaust systems, dual exhaust systems, glass pack mufflers, steel pack mufflers, hollywood type mufflers, allied exhaust products. J. S. Belond, pres., treas.; F. J. Wheeler, vice-pres., sales mgr.; R. D. Shook, secy.; T. L. Shedden, adv. mgr.; sales prom. mgr. **Adv. Agcy.**—Walter McCreery, Inc., Beverly Hills, Calif. Walter McCreery, acct. exec.

SOUTHERN FRICTION MATERIALS CO., Box 1475 Charlotte 1, N. C. Woven asbestos brake lining, molded asbestos

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Who's Who in the Auto Industry

(Continued from Page 254)

brake lining. Howard Snow, pres.; Donald Clark, exec. vice-pres., secy.; John O. Camp, sales mgr.; W. W. Dunkin, buyer; F. L. Johnston, vice-pres.; Homer R. Orren, treas. **Adv. Agcy.**—Ayer & Gillett, Inc., Charlotte, N. C. I. T. Ayer, acct. exec.

SOVEREIGN PLAN, INC., THE, 2241 S. Indiana ave., Chicago 6, Ill. Service customer follow-up and promotional programs, including record of activity; direct mail advertising for service and new car sales prospecting. Samuel R. Stiefel, pres.; Marvin D. Lee, secy.-treas.

SPACE SAVING STEEL EQUIPMENT CO., INC., 160-18 27th ave., Flushing 58, N. Y. Steel shelving, automotive parts bins, storage cabinets, clothing lockers. Daniel M. Schwartz, pres.; Ruth Schwartz, secy.-treas., adv. mgr.

SPARKLER MFG. CO., Lake ave., Mundelein, Ill. Gasoline filters for pass. cars and trucks. A. C. Kracklauer, pres.; C. W. Mills, sales mgr., automotive div. **Adv. Agcy.**—Kreicker & Meloan Co., Chicago, Ill.

SPARTON AUTOMOTIVE DIV., The Sparks-Withington Co., 50 W. North st. Jackson, Mich. Air and electric horns (automotive warning signals), horn relays, directional signal lamps, self-cancelling directional signal switches, clearance lamps; stop, fog, dome and backup lights, rear view truck mirrors, safety belts. John J. Smith, pres.; E. W. Gentz, vice-pres., gen. mgr.; L. S. Peirce, secy.; Harold Johnston, treas.; John Towler, prod. mgr. and pur. agt.; J. J. Bigelow, sales mgr.; jobber div., adv. and sales prom. mgr.; A. J. Reed, sales mgr., mfrs. div.; Lloyd Ball, pur. agt.; Robert L. Dent, chief engr.; E. J. Burkart, traf. mgr. **Adv. Agcy.**—The Jaqua Co., Grand Rapids 2, Mich. Pat Whalen, acct. exec.

SPEAKER CORP., J. W., 3050 N. Weil st., Milwaukee 12, Wis. Vulcanized tube repairs, vulcanizing outfits, tire, casing patches, rubber tire rivets, cold patch kits, tubless tire repairs, splash guards, 360° revolving warning lights, car and truck mirrors, clearance marker and identification lamps, directional signals, school bus warning light kits, backup lights, stop and tail lights, reflectors, hand brake signal lights. J. W. Speaker, pres., treas. and gen. mgr.; D. Brace, vice-pres.; G. May, secy.; J. L. Faust, pur. agt.; John V. Klabough, sales mgr.; C. Gutowsky, traf. mgr. **Adv. Agcy.**—Tannhaeuser Co., Milwaukee. H. Adams, acct. exec.

SPECIAL PRODUCTS DIVISION, American Motors Corp., 12601 E. Jefferson, Detroit, Mich. (See **AMERICAN MOTORS CORP.** listing).

SPEED-O-MOTIVE PISTON MFG. CO., 9714 E. Garvey ave., El Monte 55, Calif. Aluminum and magnesium alloy pistons for all engines, high compression and made to order pistons are a specialty, superchargers for automobiles. Roy Wilson, pres.; T. E. Ford, gen. mgr.; D. Leeper, serv. mgr.; R. M. Garrett, chief engr.; R. W. Pendergast, sales prom. and pub. rel. mgr. **Adv. Agcy.**—Shackelford Agency, Los Angeles, Calif.

SPEE-FLO CO., 720 Polk, Houston 2, Tex. Complete line of automotive and industrial hot spray painting equipment. G. S. Levey, pres.; S. F. Harvey, gen. mgr.; Z. Shay, traf. mgr. **Adv. Agcy.**—Brennan **Adv. Agcy.**—Houston, Tex. Ed. Tron, acct. exec.

SPEED WAY MFG. CO., Div. Thor Power Tool Co., 1834 S. 52nd ave., Chicago 50, Ill. Portable electric tools, fractional horsepower motors. W. B. Scace, pres.; J. R. DeBacher, exec. vice-pres.; D. G. Collins, sales mgr.; G. Winkley, asst. to pres. **Adv. Agcy.** — Roche, Williams & Cleary, Inc., 135 S. LaSalle st., Chicago 3, Ill.

SPEEDI-DRI CORP. (A subsidiary of Minerals & Chemicals Corp. of America), Menlo Park, N. J. All-purpose industrial oil and grease floor absorbent. Wright W. Gary, pres.; Alfred G. Blake, exec. vice-pres.; Robert H. Hubbell jr., vice-pres.; Warren E. Sawyer, secy.; Charles W. Nielsen, treas.; O. E. Hempel, sales mgr.; Larry M. Mank, asst. sales; Robert W. Wilkerson, adv. mgr., pub. rel. mgr. **Adv. Agcy.**—Richardson, Thomas & Bushman, Inc., Philadelphia, Pa. George Richardson, acct. exec.

SPEN AND CO., HENRY, 1995 Pitkin ave., Brooklyn 7, N. Y. Trailers, truck bodies, engine stand, loading ramps, steel fabrication. L. F. Brinster, vice-pres.; Seymour Spen, pres.; Monroe Spen, treas.; I. Rayvid, works mgr.; E. Salvi, sales mgr.; A. M. Pavane, chief engr.; Robert Rubin, pur. agt.; H. Sheriff, traf. mgr.

SPENCER MANUFACTURING CO., Spencer, O. Automotive replacement axles, industrial shafts, upset forgings and light trailer axles. C. C. Spence, pres., gen. mgr.; H. F. Rolf, sales mgr.

SPENCER-SAFFORD LOADCRAFT, INC., East City, Augusta, Kans. Truck-trailers, fifth wheels, truck-trailer axles, air ride spring suspensions for trucks and trailers, electronic weighing and measuring devices, truck-trailer brakes, aircraft components. E. S. Safford, chmn. of bd.; L. E. Weiss, pres.; Warren Hoffpauir, secy. and treas.; J. C. Moellinger, vice-pres. and gen. mgr.; Velmo Johnson, chief engr.; L. Pennington, pur. agt. **Adv. Agcy.**—Associated Advertising Agency, Wichita, Kans. Preston Huston, acct. exec.

SPLINEMASTER PRODUCTS CO., 6781 Maxwell ave., Van Dyke, Mich. Adjustable spline arbors and gear chucks. Robert L. Moncrieff, pres.; Arthur R. Moncrieff, secy.-treas.; E. Graham and L. Brolin, sales mgrs. **Adv. Agcy.**—J. DuMahaut, Book bldg., Detroit 26, Mich.

SPONGE PRODUCTS, Div. B. F. Goodrich Co., Shelton, Conn. All types automotive sponge rubber—molded forms, stripping, cord, tubing, sheet and pads; die-cut shapes and forms; foam rubber for cushioning; rubberized curled hair. Frederick M. Daley, pres.; William R. Todd, vice-pres., treas.; L. H. DeWyck, (plant 1), Jack Montefalco, (plant 2), M. White, (plant 3), works mgrs.; John J. Corrigan, adv. mgr.; Robert G. Nicol, pur. agt.; E. O'Connell, traf. mgr. **Det. Rep.**—Banian Corp., New Center Bldg., Detroit. **Adv. Agcy.**—Cunningham & Walsh, Roy Gorski, acct. exec.

SPOTRIM CORP., 15425 Mack ave., Detroit 24, Mich. Automobile trim mouldings, experimental and production samples (metal mouldings and stampings). B. V. Hughes, pres., gen. mgr.

STADRI PRODUCTS CO., 147 Gave, Whitestone 57, N. Y. Aluminum car emblems. I. Schepetin, pres. **Adv. Agcy.**—Diener & Dorskind, 147 W. 42nd st., New York, N. Y. Mr. Stern, acct. exec.

STAHL METAL PRODUCTS, INC., 3490 W. 140th st., Cleveland 11, O. Public utility, truck bodies and associated equipment. C. J. Stahl, pres., gen. mgr.; R. Hull, sales mgr.; John Hay, secy.-treas.; Joe Mitchell, asst. secy., treas.; Bedford Forrest, works mgr.; John Snider, pur. agt.; Everett Marra, engr. **Adv. Agcy.**—Sweeny and James, 510 Bulkley bldg., Cleveland 15, O. John Sorrell, acct. exec.

STANDARD AUTOMOTIVE PARTS CO., 660-668 Nims st., Muskegon, Mich. Woodruff, machine and special keys, valve stem guides, ductile iron castings and parts. W. D. Carter, pres.; L. T. Girdler, jr., vice-pres.; C. D. Cooper, works mgr.; A. Martin, chf. engr.; F. Mielke, treas. **Adv. Agcy.**—C. R. Gay Advertising Service, Muskegon, Mich.

STANDARD COTTON PRODUCTS CO., Camden at Ossington, Flint 1, Mich. Automobile pads, cotton, and jute. Robert N. Green, pres.; Milton G. Warren, Charles L. Dodge, vice-presidents; Ellis H. Warren, secy.-treas., gen. mgr.; Eldred G. Duffy, works mgr.; Milton G. Warren, pur. off.; Charles L. Dodge, pub. rel. mgr. **Det. Rep.**—Automotive Materials Corp., 23rd Floor, Fisher bldg., Detroit.

STANDARD FORGE & AXLE CO., INC., P. O. Box 309, Montgomery 2, Ala. Trailer axles, brakes, hubs, brake drums, spring suspensions, forgings. John G. Hagan, pres., treas.; L. H. Waller, secy.; H. R. Silver, gen. mgr., chief engr.; W. R. McBride, works mgr.; J. A. Rumbley, sales mgr.; James A. Dillard, adv. mgr.; V. R. Ferguson, pur. agt. **Adv. Agcy.**—James Adv. Co., Montgomery, Ala.

STANDARD MOTOR PRODUCTS, INC., & HYGRADE PRODUCTS DIV., 37-18 Northern blvd., Long Island City 1, N. Y. Ignition products, auto-electrical products, wire and cable, carburetor kits, fuel pumps, speedometer cable and casing. E. Fife, pres.; H. O. Rosenstein, vice-pres.; L. Woda, works mgr.; J. F. Kenny, sales mgr.; A. Roffman, adv. mgr.; I. Beck, pur. agt.; N. Sills, pub. rel. mgr. **Adv. Agcy.**—Friend, Reiss Advertising, New York, N. Y. H. Reiss, acct. exec.

STANDARD OIL CO. (Indiana), 910 S. Michigan ave., Chicago 80, Ill. Petroleum products. F. O. Prior, pres.; David Graham, financial vice-pres.; Earl W. Russell, secy.; W. A. Culin, treas.; A. C. Sailstad, gen. mgr.; W. I. Nunn, adv. mgr.; C. R. Wolf, asst.; D. A. Monro, mgr. of pur.; Don Campbell, pub. rel. mgr. **Det. Mgr.**—F. J. Swindell, 1011 4th ave. **Adv. Agcy.** — D'Arcy Advertising Co. and Batten, Barton, Durstine & Osborn, Chicago, Ill.

STANDARD OIL CO. OF CALIFORNIA, WESTERN OPERATIONS INC., a management company operating on behalf of Standard Oil Company of California all the physical properties and business and associated services of Standard of California other than Foreign Trade and Marine Department operations, 225 Bush st., San Francisco 20, Calif. Chevron gasolines, Chevron starting fluid, standard diesel fuels, RPM motor oils and greases. E. J. McClanahan, chmn. of bd., pres.; F. C. Loomis, O. N. Miller, J. E. Toussaint, H. G. Vesper, vice-presidents; G. M. Foster, secy.; H. C. Judd, treas.; C. B. Chantier, compt.; J. P. Bowman, asst. secy.; E. A. Hansen, asst. secy.; J. S. Tate, asst. treas.; H. R. Cuyler, gen. sales mgr., whlse.; L. E. Hunt, asst. gen. sales mgr., whlse.; E. D. Thompson, gen. sales mgr., retail; G. C. Briggs, asst. gen. sales mgr., retail; M. A. Mattes, mgr. adv. dept.; F. R. Roper, asst.; C. V. Lane, mgr. pur. and stores; A. D. Carleton, traf. mgr. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, San Francisco, Calif. J. B. Pollock, acct. exec.

STANDARD PRESSED STEEL CO., Jenkintown, Pa. Socket screw products, dowel pins, shop desks, self-locking nuts, tool stands and cabinets, pressure plugs, steel stools, spring-pins, storage walls, work benches, shelving and storage cabinets. H. Thomas Hallowell jr., pres.; William I. Kryder, secy.; James V. Lester, treas.; George A. Gade, vice-pres., sales; A. W. Scott, adv. mgr.; J. M. Sherman, chief engr.; J. P. Moorhouse, pur. agt. **Det. Rep.** — Daniel F. Hulgrave jr., 4030 W. Outer dr., Detroit 21,. **Adv. Agcy.**—Gray & Rogers, Philadelphia, Pa. H. R. Hallowell, acct. exec.

STANDARD PRODUCTS CO., THE, 2130 W. 110th st., Cleveland 2, O. Glass run channel, weatherstrip, extruded rubber molded rubber, cloth covered rubber sealing strips, scuff plates, hard top guide assemblies, door checks, door latches, transmission selectors, ventilator window assemblies. J. S. Reid, chmn. and pres.; John Drinko, secy.; L. S. Larson, vice-pres. fin., treas.; F. R. Valpey sr., vice-pres.; R. Grant, vice-pres. oper.; W. H. Thourlby, vice-pres., sales; J. R. Finn, sales mgr.; S. I. Hall, adv. and serv. sales mgr.; W. D. Kimmell, dir. of pur.; J. S. Reid jr., ind. rel. mgr.; W. C. Nordstrom, mfg. mgr.; B. B. Cary, vice-pres. engr. and res. **Sales Office**—316 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., Cleveland 15, O. Sanford B. Ketchum, acct. exec.

STANDARD REGISTER CO., 626 Albany st., Dayton 1, O. Business forms and machines. M. A. Spayd, pres.; K. P Morse, exec. vice-pres. and gen. mgr.; F. W. Stein, vice-pres. mfg.; John T. Davidson vice-pres. engrg.; R. Zinn vice-pres. sales.; L. J. Ertel, secy., treas.; J. E. Romig, adv. mgr.; M. F. Hyer, sales prom. mgr.; George Lebert. pur. agt.; Paul R. Honn, pub. rel. mgr **Det. Rep.**—J. G. McDowell, 10531 W McNichols rd. **Adv. Agcy.**—Don Kemper Co., Inc., Dayton, O. J. D. Parker, acct exec.

STANDARD STEEL SPECIALTY CO., Beaver Falls, Pa. Machine keys, Woodruff keys, taper pins, machine racks, elevator guides. James B. Jamison, pres., gen. and adv. mgr.; Thomas P. Wagner vice-pres. and treas.; S. Keith Riddle secy.; Calvin Beatty, works mgr.; J. A. Jackson, sales mgr. **Det. Rep.**— A. T Thompson, 3049 E. Grand blvd., Detroit 2.

STANDARD-THOMSON CORP., Vandalia O. Mailing address: P. O. Box 376, Dayton 1, O. Backup lights, thermostats, temperature control devices. R. N. Webster, pres., gen. mgr.; J. E. Golob, vice-pres., engrg.; F. E. Weller, secy.-treas.; C. W. Bondurant, chief engr.; E. J. Connors, automotive sales. **Det. Rep.**—L. M. Payne Co.

STANDARD-TRIUMPH MOTOR CO., INC., 15th floor, 122 E. 42nd st., New York 17, N. Y. Triumph sports cars, products of the Standard Motor Co., Limited, Coventry, England.

STANDARD TUBE CO., 24400 Plymouth rd., Detroit 39, Mich. Welded steel mechanical tube, boiler tube; welded stainless steel tube. S. L. Willis, pres. and gen. mgr.; L. M. Hogan, vice-pres., sales and adv. mgr.; M. H. Cosgrove, secy.-treas.; B. S. Wiseman, vice-pres. mfg.; T. F. Marlow, vice-pres. of engrg.; W. H. Linow, mgr. of orders; R. C. Ofenstein, chief engr.; P. J. Buissono, pur. agt.; J. Goodfellow, pub. rel. mgr. **Det. Rep.**—Home office. **Adv. Agcy.**—Zimmer, Keller & Calvert, Inc., Detroit, Mich. D. Gordon, acct. exec.

STANLEY CO., INC., JOHN T., 626-662 W. 30th st., New York 1, N. Y. Car washes, auto soaps, polishes, brake liquids, radiator compounds, etc. A. T. Stanley, pres. and treas.; J. T. Stanley, secy.; N. S. Dahl, gen. mgr.; F. E. Finlay, works mgr.; Norman F. Dahl, sales mgr.; H. Green, chief engr.; B. J. Adams, pur. agt. **Adv. Agcy.**—Picard, New York City, N. Y. R. A. Picard, acct. exec.

STANT MFG. CO., INC., 1620 Columbia, Connersville, Ind. Electroplaters, designers, métal products. K. E. Stant, pres.; I. H. Stant, vice-pres.; T. G. Thurston, treas.; E. R. Bowden, gen. mgr. and sales mgr.; L. A. Bohlander, supt.; L. J. Smith, chief engr.; R. J. Wright, pur. agt.; Harold E. Hassler, mgr., jobbing div. **Det. Rep.**—W. H. Garrett, 403 Basso bldg.

STAPUT COVER CO., 10 Delano ave., Muskegon, Mich. Paper disposable floor covers for automobiles, mechanic's work covers-Kar Ad Signs. R. E. Hartz, pres.; A. J. Meeusen, secy-treas. **Det. Rep.**—H. E. Barnum, 1441 Lakewood ave., Detroit.

STA-PUT SIGNS CORP., 295 Fifth ave., New York 1, N. Y. Self-adhering, interchangeable, reuseable plastic auto merchandising banner kits, trade name kits, year and pricing kits, windshield mounting plaques. H. Pepper, pres., pur. agt., gen. mgr. and traf. mgr.; J. Pepper, vice-pres., treas., adv. sales, sales prom. and pub. rel. mgr.; Martin Pepper, secy. **Adv. Agcy.**—Marwell Advertising, New York, N. Y. W. Weltman, acct. exec.

STAR MACHINE & TOOL CO., 201 Sixth st., S. E. Minneapolis 14, Minn. Brake relining machines, brake lining appliers, bonded brake lining de-bonders, Star Hydro-Lift cranes, brake drum lathes. A. O. Wisti, owner; Alan T. Jandro, vice-pres. sales; W. E. Wisti, gen. mgr.; J. W. Bermes, sales mgr. **Adv. Agcy.**—Wm. Baxter Agency, Minneapolis, Minn.

STARRETT CO., L. S., Crescent st., Athol, Mass. Mechanics' hand measuring tools, precision instruments, hack saws, band saws, dial indicators, steel tapes, precision ground flat stock. A. H. Starrett, pres.; C. O. Newton, vice-pres. and dir. of sales; W. F. Findlay, treas.; C. G. Nordmark, adv. mgr.; A. E. Williams, chief engr.; C. B. McMillan, pur. agt.; G. F. Kugler, traf. mgr. **Det. Rep.**—D. M. McDonald. **Adv. Agcy.**—Walter B. Snow & Staff, Boston, Mass. Harold Bugbee, acct. exec.

STEBER MANUFACTURING CO., 2700 Roosevelt rd., Broadview, Ill. Service station lighting equipment, sealed beam lamp components, fuorescent "T" lights, floodlights. C. L. Steber, pres.; W. A. Crews, vice-pres.; R. J. Besal, sales mgr.; W. T. Callaghan, asst. sales mgr.; Ray P. Benson, adv. mgr.; J. Williams, chief engr.; C. J. Janisch, pur. agt. **Det. Rep.**—H. L. Linder Elec. Sales, 3911 Joy rd., Detroit, Mich. **Adv. Agcy.**—Kirkgasser-Drew, Chicago, Ill. Roger Kirkgasser, acct. exec.

STEIN BROS. MFG. CO., INC., 1401 W. Jackson blvd., Chicago 7, Ill. Safety belts and shoulder harness. Leo Stein, pres.; Edward Stein, vice-pres.; Margaret Small, secy.; Edward Stein, treas.; Glenn Sattler, sales mgr.; **Adv. Agcy.**—Phil Gordon Agency, 23 E. Jackson blvd., Chicago, Ill. Phil Abrams, acct. exec.

STEPHENSON INDUSTRIES, INC., 548 E. Fort st., Detroit 26, Mich. Formerly J. O. Stephenson Fdry. & Mfg. Co. Steptraulic transmission jacks, engine supports, special service tools, auto parts for O. E. M. and replacement. J. O. Stephenson, pres.; J. H. Hillis, gen. mgr.

STERLING ALUMINUM PRODUCTS, INC., 2925 N. Market st., St. Louis 6, Mo. Aluminum pistons and castings, conformatic pistons. Horace Duncan, pres., treas.; Wm. M. Venner, sales, vice-pres.; Wm. F. Kammermeyer secy.; P. L. Bowser, vice-pres., works mgr. and gen. mgr., N. W. Wainwright, sales mgr.; R. W. Spencer, div. mgr.; Wm. F. Peterson, chief engr.; Gregory Barag, pur. agt. **Det. Rep.**—Robert B. Hawkins, 260 Briggs bldg., Birmingham, Mich. **Adv. Agcy.** — Lynch, Hart & Stockton, Clayton, Mo. R. C. Lynch, acct. exec.

STERLING PRODUCTS CO., INC., St. Paul, Minn. Crystal clear, terry cloth seat covers, travel bags. Sherman W. Blumstein, pres.; Fred Grothe, vice-pres., chge. of mfg.; Edward Firestone, sales mgr. **Adv. Agcy.**—B. E. Fischbein, Minneapolis, Minn. B. E. Fischbein, acct. exec.

STEVENS, FREDERIC B., INC., 1800 18th st., Detroit 16, Mich. Foundry supplies and equipment, metal finishing supplies and equipment. W. J. Cluff, pres.; A. B. Hoefer, vice-pres.; Frank Watt, gen. sales mgr.; J. A. Ridderhof, prod. mgr.; E. J. Passman, foundry sales mgr.; G. Cummings, metal finishing sales mgr.; D. Swaninger, buffing composition sales mgr.; Carl B. Anderson, adv. and sales prom. mgr.; J. Barton, chief engr.; A. D. Hummel, pur. agt.; E. F. Foster, traf. mgr. **Adv. Agcy.** — Zarker Advertising Co., Detroit 26, Mich. R. W. Zarker, acct. exec.

STEVENS & CO., INC., J. P., 1460 Broadway, New York 36, N. Y. Body, carpet, bolster, convertible top and headlining fabrics. **Det. Rep.**—G. A. Brown, automotive and industrial fabric sales, J. P. Stevens & Co., Inc., 803 W. Eleven Mile rd., Royal Oak, Mich. **Adv. Agcy.**—Bryan Houston, Inc., 730 Fifth ave., New York 19, N. Y. Joseph H. Smith, acct. exec.

STEVENS MFG. CO., Mount Pleasant, Mich. Steel fabricating, welding supplies, light steel structurals. Frank E. Stevens, pres., treas.; Paul L. Gustafson, vice-pres., secy.

STEWART STEEL PRODUCTS, INC., 175 E. New York ave., Brooklyn 7, N. Y. Manufacturers of all-steel station wagons: model 705, 8-pass.; model 707, 11-pass.; model 709, 15-pass. Henry Skrill, pres.; Rose Skrill, secy.; Fred Seel, adv. and sales prom. mgr.; D. Sills, pur. agt.

STEWART-WARNER CORP., 1826 Diversey pkwy., Chicago 14, Ill. Lubrication systems, equipment, lubricants, wheel balancers, instruments (panels, speedometers, gauges, tachometers). J. S. Knowlson, bd. chmn.; Bennett Archambault, pres.; W. A. Brown, vice-pres. Alemite and Instruments div.; E. N. Robinson, distribution mgr.; A. H. Busch, secy.; Fred Kirch, treas.; Geo. L. Meyer jr. vice-pres.; Gus Treffeisen, sales mgr. (Alemite div.); George Zahn, sales mgr. instruments (distribution div.); L. L. Robb, sales mgr. (wholesale Alemite and instruments); F. R. Cross, adv. mgr.; Jack Reinsma, serv. mgr.; E. N. Osterberg, dir. of pur.; R. C. Stockton, traf. mgr.; C. W. (Ted) Grange, pub. rel. mgr. **Det. Mgr.**—Earl Fiene, 10140 W. McNichols rd., Detroit, Mich. **Adv. Agcy.**—MacFarland-Aveyard Co., Chicago, Ill. A. B. Dicus, acct. exec.

STIMSONITE, Div. of Elastic Stop Nut Corp. of America, 3445 N. Kimball ave., Chicago 18, Ill. Injection molders of Stimsonite reflex reflectors, automotive lenses, precision optical lenses, nylon and polyethylene parts. W. F. McGuinness, pres.; I. J. Mack, vice-pres.; H. A. Doolittle, gen. mgr.; S. A. Heenan, chief engr.; E. A. Peterson, sales mgr.; R. I. Nagel, prod. dev. engr. **Adv. Agcy.**—G. M. Basford Co., New York. E. S. Nuspliger, acct. exec.

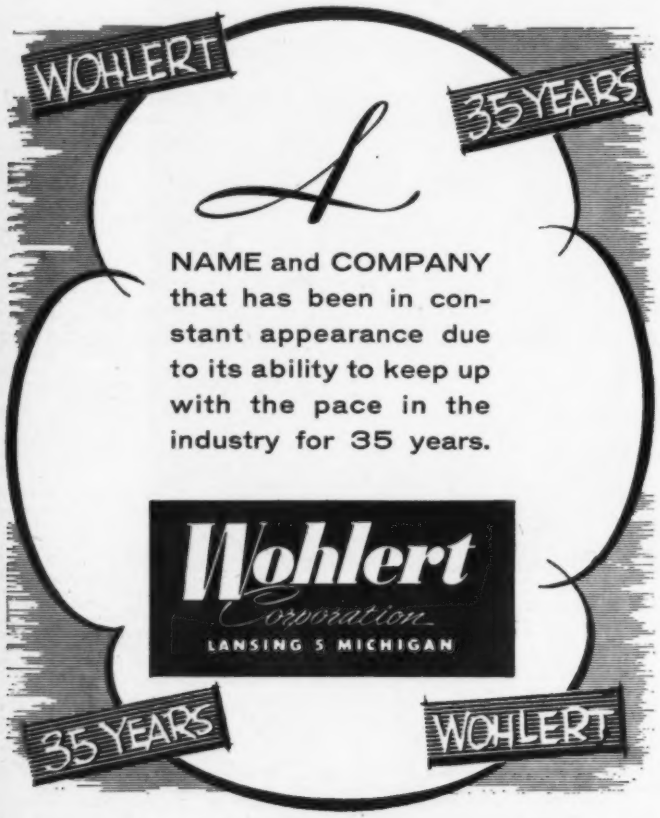
STOKES TAX CONTROLS, INC., 506 E. 118th st., New York 35, N. Y. Tax and business bulletins for automobile dealers since 1932 and publishers of "Stokes Tax Controls" for automobile dealers. A. A. Lally, vice-pres., editor and gen. mgr.; M. H. Cochrane, vice-pres. and assoc. editor; K. H. Clune, secy., subscrip. mgr.

STORM-VULCAN, INC., 2225 Burbank st., Dallas 19, Tex. Crankshaft grinder, connecting rod grinder, connecting rod boring machine, piston grinder, cylinder boring bar, connecting rod aligner, connecting rod press, cylinder base and stand, cylinder boring plates, kotafin polishing machines, Turbo blast washing machines, camshaft grinder, cylinder head milling machine crankshaft straightening press. H. Phillip Scarborough, mgr., machine div., sales mgr.; J. A. Carlson, asst. sales mgr.; Sanford Johnson, secy.-treas., Sam Asher, mgr., Turbo Blast div.; Olov Olsson, chf. engr.

STRAHMAN VALVES, INC., 16 Hudson st., New York 13, N. Y. Water saver spray nozzles for car washing, hose stations for car washing. Herman Strahman, pres.; Theodore Strahman, vice-pres. and secy.; Herman Strahman jr., treas. and works mgr.; Ralph D. Jaegle, gen. mgr.; Dietrich Strahman, sales and adv. mgr.; Henry Strahman, chief engr.; Ralph D. Jaegle, pur. agt. **Adv. Agcy.**—Picard Agency, 48 East 43rd st., New York City. D. Picard, acct. exec.

STRAN-STEEL CORP.; unit of National

(Continued on Page 257)



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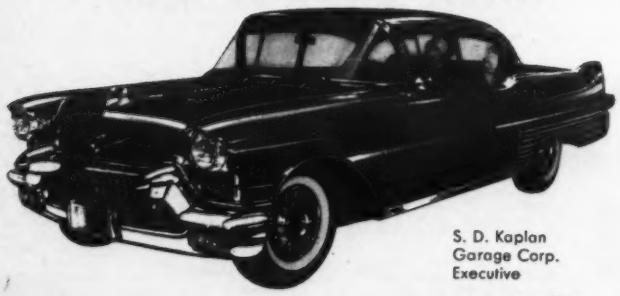

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Garage Corp.
Executive

Turtle Wax instantly cleans, polishes, seals and protects your car, all in one quick, easy operation! No other auto polish is so easy to use, or outlasts the super-brilliant "Hard Shell Finish" Turtle Wax gives your car! *Safe for New Acrylic Paints, too!*

turtle wax

The World's Finest Auto Polish

Who's Who in the Auto Industry

(Continued from Page 256)

Steel, Ecorse, Detroit 29, Mich. Steel buildings for industry, Stran-Steel framing. Charles LeB. Homer, pres.; C. V. Blackburn, vice-pres., sales; A. F. Dries, adv. mgr. **Adv. Agcy.**—Campbell-Ewald Co., Detroit, Mich.

STRATTON EQUIPMENT CO., 2030 East 105 st., Cleveland 6, O. Portable hydraulic floor cranes, truck mount cranes, tailgate loaders, carburetor throttle controls, side loaders (for trucks), pumps, valves, oil flow regulators. R. R. Stratton, pres., treas., gen. mgr.; Daniel B. Ford, vice-pres., secy.; V. H. Franzen, asst. secy., pur. agt.; J. E. Barilka, parts and acc. mgr. and traf. mgr. **Adv. Agcy.**—Paul E. Warren Adverising, Cleveland, O. Paul Warren, acct. exec.

STRICK TRAILERS, Div. Fruehauf Trailer Co., P. O. Box 5037, Philadelphia 11, Pa. Commercial trailers. C. Bradford Sheppard, pres.; Solomon Katz, vice-pres.; Frank E. Gordon, vice-pres.; Sam Merion, gen. sales mgr.; Martin Bachman, comptr.; Joseph Raffa, plant supt.; Herbert Rosenfeld, pur. agt.; Arthur Schwartz, parts mgr.; Charles Bohlen, dir. engrg.; Bob Hitch, chf. engr.

STROM STEEL BALL CO., 1850 S. 54th ave., Cicero, Ill. Precision steel balls. G. A. Strom sr., pres.; G. A. Strom jr., vice-pres.; R. S. Strom, sales vice-pres.; R. G. Ely, secy.-treas.; H. C. Lawrence, sales and adv. mgr.; H. Skadberg, chief engr.; C. Duckett, pur. agt.; C. Bell, traf. mgr. **Adv. Agcy.**—Merrill McEnroe & Assoc., Chicago, Ill. William Merrill, acct. exec.

STROMBERG TIME CORP., 18932 W. McNichols rd., Detroit 19, Mich. Time recorders, time stamps, clock systems, clocks, program instruments. J. F. Carr, exec. vice-pres.; R. A. Hunter, vice-pres., sales mgr.; A. E. Jackson, adv. mgr., sales prom. mgr.; W. J. Spencer, branch mgr.

STROMBERG-CARLSON CO., Div. of General Dynamics Corp., Special Products Div., 1700 University ave., Rochester 10, N. Y. Electronic and communication equipment, including auto radios and speakers. R. C. Tait, pres.; A. G. Schifino, vice-pres., gen. mgr.; H. G. Wood, prod. mgr.; J. W. Farrow, gen. sales mgr.; C. Kenneth Juno, adv. mgr.; R. G. Miller, chf. engr.; R. W. Yeager, pur. agt.; L. A. Schur, traf mgr.; S. H. Manson, dir. pub. rel. **Det. Rep.**—Norval Agnew, 20009 James Couzens hwy. **Adv. Agcy.**—Charles L. Rumrill & Co., Rochester, N. Y. Neil Gallagher, vice-pres., acct. exec.

STUBNITZ GREENE CORP., 404 Logan st., Adrian, Mich. Automotive seat cushion and back spring assemblies, mechanical springs, plastics powders, electric motor control switches. M. Stubnitz, pres.; L. J. Stern, exec. vice-pres.; J. E. McLean, vice-pres., chief engr.; R. J. Fleming, vice-pres., pur. agt.; M. J. Palmer, vice-pres., gen. mgr., works mgr.; J. P. Sanders, vice-pres., sales mgr.; R. A. Austin, treas.; L. J. Albro, asst. treas.; R. B. Crowe, secy.; C. A. Marks, asst. secy., asst. sales mgr.; Harold E. Bournea, master mechanic, G. Heroy, traf. mgr.; Paul Mott, personnel dir. **Det. Rep.**—J. P. Sanders, P. O. Box 284, East Detroit, Mich.

STUDEBAKER HYDRAULIC PRODUCTS CO., 1733 N. 33rd ave., Melrose Park, Ill. Air hydraulic presses and vises. D. L. Hoxworth, pres.; Leonard R. Beck, exec. vice-pres.; Clifton C. Hoxworth, vice-pres. and treas.; Chris Tonne, adv. mgr. **Adv. Agcy.** — Jacobsen & Tonne Adv. Agency, Chicago, Ill.

STUDEBAKER-PACKARD CORP., 635 S. Main st., South Bend, Ind. Harold E. Churchill, pres.; A. J. Porta, vice-pres., fin.; R. A. Hutchinson, vice-pres. and gen. mgr. export oper.; S. A. Skillman, vice-pres. and gen. sales mgr.; Paul M. Clark, secy. and gen. counsel; A. E. Gotsch, treas.; J. J. McTernan jr., comptr.; E. J. Hardig, chief engr.; Duncan McRae, dir. of styling; A. D. Whitmer, gen. mfg. mgr.; John Soelch, dir. of purchases; P. S. Barno, dir. of ind. rel.; D. S. McNally, mgr., parts and acces.; D. C. Gaskin, pres., Studebaker-Packard of Canada, Ltd. **Adv. Agcy** — Benton and Bowles.

STYLECRAFT AUTOMOTIVE, 650 S. Clarence, Los Angeles 23, Calif. "Hollywood" custom read wheel mount, "supreme" station wagon luggage rack, tire cover rings and face plates, license lights, hot rod fenders. Stanley Berman, pres.; Dave Berman, gen. mgr. and pur. agt.; D. Monsen, secy., treas. and credit mgr.; K. Reilly, sales mgr.; C. Calvin, chief engr.

STYLECRAFT SPECIALTIES CO., 27940 Groesbeck hwy., Roseville, Mich. Rear window division bars, twin aerial falsies, rear fender ornaments. L. M. Capitani, pres.; Arnold P. Capitani, vice-pres. **Adv. Agcy.**—Sack's Studios, Detroit, Mich.

SUN ELECTRIC CORP., Admin. office: Harlem and Avondale aves., Chicago 31, Ill. Automotive and aircraft test equipment, complete motor, distributor, generator, regulator, starter, speedometer, combustion, coil, condenser, vacuum, volts ampere and battery starter testers. O. L. Rhoades, chmn. and sales dir.; R. R. Malik, pres.; H. M. Coffman, exec. vice-pres.; L. G. Langpop, secy.-treas.; V. C. Westberg, vice-pres., dir. engrg. res. div.; R. F. Christopher, vice-pres., dir. export div.; E. A. Lair, vice-pres., dir. tachometer div.; W. W. Squier, vice-pres., dir. education-adv. div.; K. C. Brock, vice-pres., dir. aeronautical div.; F. E. Draper, vice-pres., dir. natl. sales div.; J. P. McCabe, vice-pres., dir. serv. div.; J. M. Wagner, vice-pres., gen. mgr. central regions; R. A. Bland, vice-pres., gen. mgr. eastern regions; H. E. Cobb, vice-pres. gen. mgr. southern regions; H. M. Lynch, vice-pres. gen. mgr. western regions. G. Cleveland, prod. mgr.; R. E. Kane, pur. mgr.; D. J. Westlake, per. mgr. **Adv. Agcy.**—Van Auken, Ragland & Stevens, Chicago, Ill.

SUN OIL CO., 1608 Walnut st., Philadelphia 3, Pa. Gasoline, motor oil and other refined petroleum products. Joseph N. Pew jr., chmn. bd. of dir.; Robert G. Dunlop, pres.; Jno. G. Pew, vice-pres.; Clarence H. Thayer, vice-pres.; Frank R. Markley, vice-pres.; John C. Agnew, secy. and treas.; Donald P. Jones, compt.; Joseph T. Wilson jr., asst. secy. and asst. treas.; Joiner Cartwright, asst. secy.; S. M. Gladney, asst. secy.; W. W. Wright, dir. and gen. sales mgr.; Storrs J. Case, adv. mgr.; Palmer D. McKay, asst. adv. mgr. for motor products; William B. Daub, asst. adv. mgr. for indust. products; Paul D. Barton, dir. engr.; Raymond H. Anders, dir. of pur.; Roy A. Hurst, asst. pur. dir.; Thomas G. Rabbitt, gen. traf. mgr.; Franklyn Waltman, dir. of pub. rel. **Det. Rep.**—Regional Office, 2117 National Bank bldg., Detroit 26, Mich. **Adv. Agcy.** —Ruthrauff & Ryan, Inc., 405 Lexington ave., New York 17, N. Y.

SUN RUBBER CO., Industrial Products div., 366 Fairview ave., Barberton, O. Custom rubber products—molded, core molded, extruded, die cut. T. W. Smith, jr., pres., secy.-treas.; A. Nylund jr., vice-pres., mfg.; W. R. Lantz, vice-pres., pur.; W. S. Raymer, comptr.; C. W. Rippey, vice-pres., engrg.; R. L. Marion, indl. prod. sales mgr.; R. Showalter, adv. mgr.; C. Bruenig, traf. mgr. **Det. Rep.**—Metalec Sales, 1135 Fisher bldg. **Adv. Agcy.** — J. H. Bunting Adv. Agency, Cleveland 15, O. J. H. Bunting, acct. exec.

SUNBURY TEXTILE MILLS, INC. Sales: 350 5th ave., New York, N. Y. Mills: Sunbury, Pa. Auto seat cover fabrics. Gordon Matheson, pres.; J. T. Hicks, sales mgr. **Adv. Agcy.** — Galbraith-Hoffman, New York, N. Y. Wm. Galbraith, acct. exec.

SUNNEN PRODUCTS CO., 7910 Manchester, St. Louis 17, Mo. Automotive engine rebuilding equipment, pin - fitting machines, cylinder hones, rod resizers, rod aligners, portable crankshaft grinders, mechanics' hand tools. Joseph Sunnen, pres.; Werner F. Boldt, gen. mgr.; A. Del Pico, sales mgr.; C. M. Tucker, pur. agt. **Adv. Agcy.**—O. R. French & Assoc., St. Louis, Mo. K. J. Bayer, acct. exec.

SUPER MOLD CORP., 420 N. Sacramento st., Lodi, Calif. Tire vulcanizing, recaping and retreading equipment. G. O. Beckman, pres.; E. A. Glynn, vice-pres.; J. MacArthur, secy. and treas.; J. Fannen, works mgr.; F. C. Pippitt, sales mgr.; H. B. Rencher, asst. sales; J. M. Conley, adv. and sales prom. mgr.; R. Hugo, asst.; A. Duerksen, research engr.; M. K. Eriksen, chief engr.; C. R. Lohr, pur. agt.; H. W. Lohr, traf. mgr. and pub. rel. mgr. **Det. Rep.**—W. J. Cuthbert, 714 Donovan bldg., Detroit 1, Mich. **Adv. Agcy.**—Conley, Baltzer and Steward, San Francisco, Calif.

SUPERIOR KENDRICK BEARINGS, INC., 312 S. Crawford, Detroit 17, Mich. Brass and bronze bushings. G. F. Langford, pres.; D. F. Sexsmith, vice-pres. and gen. mgr.; Peter Jelliby, chief engr.; Peter Costa, plant supt.; A. Stullick, foundry supt.

SUPERIOR COACH CORP., Lima, O. School coaches, passenger coaches, funeral coaches and ambulances. J. H. Shields, pres.; L. H. Larsen, exec. vice-pres.; P. O. Krogh, vice-pres. mfg.; G. L. Runkle, vice-pres. engrg.; R. D. Johns, dir. of materials div.; C. D. Shields, central regional mgr., school coach div.; J. W. Wilt, eastern regional mgr., school coach div.; R. M. Allison, western regional mgr., school coach div.; F. C. Rees, mgr. funeral coach div.; C. D. Blauvelt, dir. of foreign sales; W. R. Roush, dir. adv. and sales prom.; T. E. Shields, mgr. sales prom.; J. B. Maurer, mgr. service div.; R. E. Hunt, pur. agt.; W. D. Stewart, compt. **Adv. Agcy.** — Howard Swink Adv. Agcy., Marion, O. John K. Lord, acct. exec.

SUPERIOR COACH CORP., Southern Div., Kosciusko, Miss. School and passenger coaches, Pontiac funeral cars and ambulances. D. A. Shields, gen. mgr.; C. D. Blauvelt, dir. export div.; C. F. Bushong, prod. mgr.; W. J. Miller, pur. agt.; T. O. Krogh, chf. engr.; J. R. Bidwell, mgr. funeral coach sales; D. J. Hardin, mgr. bus sales.

SUPERIOR STEEL CORP., Carnegie, Pa. Strip steel; spring steel; alloy, stainless, clad metals and other specialties. Carl I. Collins, pres.; Robert C. Downie, asst. to pres., asst. gen. mgr.; J. C. Ferguson, secy.; R. P. Fierst, treas.; W. M. Cowles, vice-pres. in chge of sales; J. W. Marrinan, vice-pres. oprns.; K. W. Massey, development engr.; John Bigham jr., mgr. stainless steel sales; John H. Carroll, mgr. spec. prod. sales div.; F. L. Fox, asst. sales mgr. (clad metals); W. L. Keene, dir. research & metallurgy; J. Kientz, asst. gen. supt.; K. W. Grube, gen. supt.; J. H. Morgan, pur. agt.; C. L. Raco, traf. mgr.; P. R. McMahon, indus. rel. **Det. Rep.**—J. B. Fisher, 626 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—Downing Industrial Advertising, Inc., 526 Oliver bldg., Pittsburgh 22, Pa.

SUPERIOR STEEL & MALLEABLE CASTINGS CO., 309 Graham st., Benton Harbor, Mich. Electric steel and malleable iron castings, complete engineering and machine shop facilities. R. L. Gilmore, pres., gen. mgr.; H. D. Grant, vice-pres.; K. Kluck, asst. secy.; D. F. Morris, secy., treas.; L. O. Reiff, vice-pres in chge. steel; P. R. Schilling, vice-pres. in charge maleable; L. D. Young, sales mgr.; J. A. Perkins, adv. and pub. rel. mgr.; R. Frank, chief engr.; G. Shively, pur. agt.; J. Hindman, traf. mgr. **Det. Rep.** — J. K. Hutchins, Benton Harbor office. **Adv. Agcy.**—Paxson Adv. Inc., Benton Harbor, Mich. R. Korff, acct. exec.

SUPERSITE CORP., 300 Seymour ave., Derby, Conn. Mirrors, penetrating fluids, for corroded and rubber-to-metal action parts, Protekt-A-Dor (door bumper). William Berk, pres.; J. I. Berk, vice-pres., adv. and sales mgr.; R. B. Berk, secy.; Rene Daon, chief engr. **Det. Rep.** —Leo Simon, 18039 Appoline ave. **Adv. Agcy.** — Rozene Advertising, Bridgeport, Conn.

SUPERSITE CORPORATION, 300 Seymour ave., Derby, Conn. Automotive mirrors and safety devices. William B. Berk, pres.; Jerome I. Berk, vice-pres., sales mgr.; Richard B. Berk, secy., and treas.; Nicholas Minetti, works mgr.; Rene Daon, chief engr.; Charles Bookman, traf. mgr. **Det. Rep.**—Leo Simon, 18039 Appoline ave. **Adv. Agcy.**—Rozene Advertising, Bridgeport, Conn.

SUPREME STEEL EQUIPMENT CORP., 53rd st. and 1st ave., Brooklyn 32, N. Y. Steel wardrobe and storage cabinets, steel lockers, steel shelving, steel automotive parts bins. John P. Posa, pres. and gen. mgr.; Eva Dainoff, treas. and sales mgr.; Edward P. Hunerberg, secy. and pur. mgr.

SURCO PRODUCTS, INC., 3256 E. 11th ave., Hialeah, Fla. Car Fresh'ner deodorizers. Bernard Surloff, pres.; Lena Surloff, secy.; H. I. Surloff, treas.

SURE FIRE CO-OP, 200 East Main, Santa Maria, Calif. Used Car Guarantee, merchandising and selling program. Slogan—"Two Day Free Driving Trial." Duane Ericson, proprietor.

SURE RITE PRODUCTS CO., 3810 N. 19th st., Philadelphia 40, Pa. Blok-Seal, spark plug cleaner, windshield wiper hose, cork gasket, (head gasket sets), jack oil, tire white, radiator stop leak, cooling system cleaners, fabric cleaners, Sure-Plate (for resilvering headlight reflectors), Kleerust, car wash shock and knee action oil. Samuel Haisfield, pres.; R. M. Paul, vice-pres.; B. Haisfield, secy.; Martin Haisfield, treas.; Charles E. Paul, works mgr.; Charles A. Murland, sales mgr.; Eugene I. Paul, prod. mgr., adv. mgr., parts and acc. mgr.; Robert W. Luke, traffic mgr.; S. McDonough, chief engr.; Samuel Haisfield, sales and sales prom. mgr.; Edwin C. Pitney, pur. agt. **Adv. Agcy.**—E. E. Engleman, Philadelphia, Pa.

SWACO PRODUCTS CORP., 204-08 Jamaica ave., Hollis, L. I., N. Y. Whitewall tire cleaner, hand cleaners, garage floor cleaners. S. Woursell, pres. and works mgr.; F. Klemm, secy.

SWAN RUBBER CO., 436 E. Mansfield st., Bucyrus, O. Garden and air hose, heater hose for replacement and original equipment. M. G. Nussbaum, pres.; Fred C. Ward, vice-pres. and treas.; H. A. Loewy, secy.; R. L. Stoneburner, pur. agt.; A. E. Williams, works mgr.; M. W. Miller, vice-pres. and sales mgr. and adv. sales prom. mgr.; C. B. Jacobs, chief engr.; J. C. Fletcher, traf. mgr. **Det. Rep.**—Allen & Anderson Co., 81 E. Long Lake rd., Bloomfield Hills, Mich. **Adv. Agcy.**—J. H. Bunting Advertising Agency, 1621 Euclid ave., Cleveland 15, O. Jack Bunting, acct. exec.

SWANNEY, McDONALD & WILLIAMS, 2929 N. Ontario st., Burbank, Calif. Cold rolled and stainless steel automotive stampings, all types of roll forming. Harry L. Williams, partner. **Det. Rep.**—Max A. Todd, 226 blvd. Temple bldg., 2567 W. Grand blvd., Detroit 18, Mich.

SWEDISH GAGE CO. OF AMERICA, 10641 Haggerty ave., Dearborn 1, Mich. Plug, ring and special gages, fixtures to blue print, gage blocks, amplifiers. Thor Olson, vice-pres.; E. C. Lindman, secy., treas., gen. mgr.; G. R. Peterson, works mgr., serv. mgr.; W. O. Gierk, asst. sales, parts and acc. mgr. **Adv. Agcy.**—Dudgeon Taylor and Bruske, Detroit, Mich., John Taylor, acct. exec.

SWEET CO., H. C., 12345 Telegraph rd., Detroit 39, Mich. Marking machine for service shop floors, lanes, etc. Harold C.

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Who's Who in the Auto Industry

(Continued from Page 257)

Sweet, pres. Adv. Agcy.—Tech Ad., Detroit, Mich.

SWIFT BODY CO., INC., 106 Hoyt st., Saginaw 29, Mich. All steel, all aluminum and composite steel and aluminum truck bodies, meat bodies, urban bodies, bakery bodies, etc. Stanley H. Swift, pres.; M. F. Swift, vice-pres.; Lyman J. Goes, secy.; Wiley W. Foust, sales mgr. Adv. Agcy.—Bradford-LaRiviera, Inc., 205 No. Jefferson, Saginaw, Mich.

SWIFT MFG. CO., Columbus, Ga. Woven cottons, blends, and fibre seat cover material, trim cloths, cotton open-mesh material, headlining (cotton and fiber). C. H. Williams, pres.; Mote Andrews, vice-pres.; G. L. Williams, vice-pres. and secy.; E. A. Bentley, vice-pres.; H. A. Fuller, treas.; W. F. Ziegler, supt. Seat Cover Sales Div.: Mote Andrews, vice-pres.; F. F. Hamburger, Harry Hartjen, Detroit.

SYRACUSE GAUGE CO., INC., P. O. Box 51, Manlius, N. Y. Tire pressure gauges, compression gauges, air chucks, tire valve cores and caps, screw machine products and complete secondary equipment. J. Messalingua, pres. and secy.; Richard F. Edwards, vice-pres., treas. and gen. sales mgr.; Francis Scherr, works and serv. mgr.; I. Brokhoff, chf. engr.; J. Doyle, parts and acc. mgr.

T

TKF CO. (The Kramer Fabricating Co.), 920 Fisher bldg., Detroit 2, Mich. Roller ratchet open end wrenches. Thomas K. Fisher, pres.; Howard D. Wixson, vice-pres.; H. Omell, secy; S. Gammon, treas.; Al Kavalar, chief engr. Det. Rep.—William M. Hamilton, 2547 Monroe blvd., Dearborn, Mich. Adv. Agcy.—J. Moran, Royal Oak, Mich.

TALK-A-PHONE CO., 1512 S. Pulaski rd., Chicago 23, Ill. Intercommunication equipment. Dan F. Kagan, sales mgr.

TAPLEY PRODUCTS, 53 Park Place, New York 7, N. Y. Brake testing meters, brake efficiency indicators, performance and gradient meters. Gordon B. Dick, Kenneth C. Dick, co-owners. Adv. Agcy. —Richard & Gunther, New York, N. Y.

TAYLOR CHAIN CO., INC., S. G., 3-141st st., Hammond, Ind. Tire chains and accessories for passenger cars, trucks, buses, and tractors. T.M. tow chains, T.M. auto sling chains. E. W. Taylor, pres.; O. W. Sandstrom, vice-pres. sales, adv., sales prom. mgr.; R. G. Oliver, secy., pur. agt.; S. G. Taylor jr., treas.; E. W. Chapman, asst. sales; E. K. Phares, chief engr. Adv. Agcy.—Jones & Taylor & Assoc., 407 National Bank bldg., South Bend 1, Ind. Charles G. Hohman, acct. exec.

TAYLOR INSTRUMENT COMPANIES, Ames st., Rochester 9, N. Y. Industrial instruments for indicating recording and controlling temperature, pressure, humidity, flow and liquid level; barometers, auto altimeters, thermometers, hygometers, anemometers, compasses, sling psychrometers, hydrometers. L. B. Swift, chmn. of bd.; R. E. Olson, pres.; H. J. Noble, exec. vice-pres.; M. E. Porter, treas.; R. C. Mertz, secy.; P. A. Bleyler, com'l sales mgr; G. E. Heller, indus. sales mgr.; L. L. Forward, gen. sales mgr.; W. W. Lockwood, adv. mgr.; N. C. Schmid, serv. mgr., parts and acc. mgr.; R. E. Clarridge, chief engr.; A. H. Barrett, pur. agt.; M. J. Kuebel, asst. pur. agt.; L. Greene, traf. mgr.; W. Corwin, pub. rel. mgr. Det. Rep.—Coon DeVisser Co., 2051 W. Lafayette blvd. Adv. Agcy.—Batten, Barton, Durstine & Osborn, Inc., Buffalo, N. Y. I. L. Peterson, acct. exec.

TECHNICAL TAPE CORP., W. 177th st., and Harlem River, New York 53, N. Y. Tuck masking tape, home workshop tape, masking paper, vinyl electric tape. Paul Cohen, pres.; Jerome F. Cohen, vice-pres., secy.; Charles Katz, vice-pres., dir. of pur.; Stanley Stutz, vice-pres., dir. of sales; Thomas Taverna, vice-pres., dir. of engrg.; Louis S. Heyman, compt.; William Jacobs, traf. mgr.; Mario Perri, prod. mgr.; Joe Greenman, chief chem.; Paul Shalita, dir. of research. Det. Rep. —Jack Waters, 6691 Inkster rd., Birmingham, Mich.

TECUMSEH PRODUCTS CO., Tecumseh, Mich. Refrigeration compressors and condensing units. R. W. Herrick, chmn. of bd.; J. E. Layton, pres.; H. L. Spencer, exec. vice-pres.; P. Breitenwischer, secy.; P. Hohenstein, treas.; T. W. Rundell, gen mgr.; V. Humbles, factory mgr.; F. G. Purcell, gen. sales mgr.; H. M. Kelso, serv. sales mgr.; P. G. Colgrove (eastern) and D. J. Bowen (western) sales mgr.; A. S. Russell, adv. mgr., sales prom. mgr.; R. A. Preston, chief engr.; F. V. Owen, dir. of pur.; H. T. Walter, serv. mgr. Adv. Engr.—The Jaqua Co., Grand Rapids, Mich. G. Richter, acct. exec.

TEL AUTOGRAPH CORP., 8700 Bellanca ave., Los Angeles 45, Calif. Raymond E. Lee, pres.; Robert Prescott, chmn. of bd.; Richard Keatinge, secy.; David W. Chappuis, treas.; J. O. McReynolds, works mgr.; Jerry S. Frank, gen. mgr.; Frank C. Fredericksen, marketing mgr.; Donald T. Fowler, sales prom. mgr.; Minard Leavitt, chief engr. Det Rep. — C. H. Huber, 5057 Woodward ave., Room 1042, Detroit 2, Mich. Adv. Agcy. — J. W. Christopher Company, Los Angeles, Calif. James W. Christopher, acct. exec.

TEMPO PRODUCTS CO., 6515 Carnegie ave., Cleveland 3, O. Automotive paint touch-up. John R. Kaiser, pres.; Robert R. Elliott, vice-pres.; Peter R. Kolling, secy.-treas. Det. Rep.—John Jokela, 22456 S. Kane ave., Detroit 23, Mich. Adv. Agcy.—Hickox Advertising Co., 1900 Euclid ave., Cleveland 15, O. John B. Hickox, acct. exec.

TEXAS CO., THE, 135 E. 42nd st., New York 17, N. Y. Petroleum products. A. C. Long, chmn. of bd.; J. W. Foley, pres.; R. F. Baker, exec. vice-pres.; M. Halpern, sr. vice-pres.; O. J. Dorwin, vice-pres. and gen. counsel; S. T. Crossland, vice-pres., treas.; C. B. Barrett, S. C. Bartlett, F. M. Dawson, H. T. Dodge, E. R. Filley, R. Fisher, F. H. Holmes, A. N. Lilley, J. H. Pipkin, J. T. Wood jr., J. S. Worden, vice-presidents; W. E. Avery, secy.; E. C. Breeding, comptr.

TEXTILEATHER, Div. of The General Tire & Rubber Co., 607 Madison ave., Toledo 3, O. Pyroxylin and vinyl resin-coated fabrics and unsupported vinyl film, fabric headlining, sport topping, leathercloth for automotive upholstery and trim. J. D. Lippmann, gen. mgr.; G. H. McGreevy, dir. of sales; W. F. Webb, contr.; J. S. Mather jr., gen. sales mgr.; J. E. Rowland, asst. sales mgr.; Stanley Sexton, automotive sales mgr.; Lee W. Mara, adv. and sales prom. mgr.; Carl Fuller, gen. pur. agt.; L. Cascadden, asst. pur. agt.; A. Sager, traf. mgr. Det. Rep.—Automotive Materials Corp., 23rd floor Fisher bldg., Detroit 2, Mich. Adv. Agcy. —D'Arcy Advertising Co. Terminal Tower bldg., Cleveland, O. Charles Butler, acct. exec.

THERMO KING CORP., 44 S. 12th st., Minneapolis 3, Minn. Mechanical refrigeration for trucks and trailers. J. A. Numero, pres.; M. B. Green, vice-pres.; R. W. Porter, gen. sales mgr.; S. S. London, adv. mgr.; H. H. Kolbo, asst. sales mgr.; L. B. Rasmusson, vice-pres., mfg.; V. W. Snyder, serv. mgr.; Fred M. Jones, vice-pres. engrg.; E. J. Brown, pur. agt. Adv. Agcy.—Bozell and Jacobs, Minneapolis, Minn. Oreland Johnson, acct. exec.

THERMOID CO., Trenton, N. J. Brake linings, clutch facings, hydraulic brake parts and fluid, radiator hose, automobile carpeting, industrial hose, belting. Warren E. Hill, pres.; J. A. Lafferty, secy.; B. H. Slade, treas.; G. S. Lamson, vice-pres., gen. sales mgr.; Carl Schell, vice-pres., chf. engr.; C. M. Scholz, vice-pres., marketing; A. Campbell, vice-pres., special sales div.; J. E. Cox, vice-pres., gen. mgr., essex div.; A. F. Matheis, asst. vice-pres., market research; S. E. Shepard, sales mgr., replacement div.; R. W. Chaffin, sales mgr., industrial div.; Bert Petersen, adv. mgr.; D. A. Fruland, pur. dir.; Ward Mount, traf. mgr. Det. Reps.—T. C. Spase, D. H. Andrews, R. Wise, E. Kary, E. J. Waters, Thermoid Co., 7310 Woodward ave., Detroit 2, Mich. Adv. Agcy. — Aitkin-Kynett Co., Philadelphia 2, Pa. M. A. Goldman, acct. exec.

THEXTON MFG. CO., 7600 Hwy. 7, Minneapolis 26, Minn. Piston expanders, oil pressure regulators, tuning bolts, gas line fittings, lockring spacers, firing indicators, valve plungers, starter terminal studs. Loren P. Tichy, pres., treas.; Donald W. Johnson, vice-pres., secy.

THOMPSON GRINDER CO., 1534 W. Main, Springfield, O. Hydraulic surface grinders of all types and sizes, broach sharpening machines, form grinders. W. G. Baldenhofer, pres.; R. R. Baldenhofer, vice-pres., treas. and gen. mgr.; R. B. Andrews, secy.; J. C. Wilson, vice-pres., sales mgr., adv. mgr. and chief engr.; D. A. Walters, asst. sales and serv. mgr.; F. T. Wilson, pur. agt.; A. B. Martin, traf. mgr. Det. Rep.—Taylor-Thompson Machinery, 8095 Livernois. Adv. Agcy.—Emerson H. Mook, Inc., Dayton, O. E. H. Mook, acct. exec.

THOMPSON PRODUCTS, INC., 23555 Euclid ave., Cleveland 17, O. Automotive, aircraft, electronic and industrial parts. F. C. Crawford, chmn. of bd.; J. D. Wright, pres. and gen. mgr.; L. M. Clegg, vice-pres.; A. T. Colwell, vice-pres., engrg.; J. H. Coolidge, vice-pres., finance; R. S. Livingstone, vice-pres., per.; H. S. Shepard, vice-pres., pur., acct., and ind. engrg.; G. R. Moore, vice-pres., sales and adv.; B. W. Chidlaw, vice-pres.; E. P. Riley, vice-pres., acces., pneumatics and hydraulic prod. divs.; L. W. Reeves, vice-pres., electronics and light metals divs.; C. W. Ohly, vice-pres., gen. mgr., Michigan div.; H. D. Bubb, vice-pres., jet and valve divs.; E. C. Breisford, treas.; E. H. Jones, gen. counsel and secy.; M. E. Price, controller; E. F. Gibian, ind. engrg.; T. R. Thoren, dir. engrg.; R. C. Cummings, act. mgr. valve div.; J. B. Gates, mgr. west coast div.; W. M. Jones, mgr. electronics div.; C. C. Logue, mgr. light metals div.; W. T. Rison, mgr., replacement div.; S. C. Pace, mgr., jet div.; P. T. Angell, mgr., acces. div.; W. P. Bente, mgr., pneumatics div.; J. A. Poremba, mgr., hydraulic prod. div.; F. R. Witt, dir. of adv.; G. N. Hackett, dir. pur. and traf. Det. Rep.—Ralph Minke, Fisher bldg., Detroit. Adv. Agcy. — Griswold-Eshleman Co., Cleveland, O. R. L. Baumgardner, acct. exec. Adv. Agcy—Tapco Plant: Meldrum & Fewsmith.

THOMPSON PRODUCTS, INC., Michigan Div., 34201 Van Dyke ave., Warren, Mich. Steering linkages, front suspension ball joints, and miscellaneous chassis parts for passenger cars and trucks. C. W. Ohly, vice-pres. and gen. mgr.; Robert E. Fidler, sales mgr.; Earl N. Pearson, asst. sales mgr.; J. H. Booth, chf. engr.; Roy Lesnew, pur. agt.; John W. Drake, per. mgr.; Don Huey, compt. Adv. Agcy. —The Griswold-Eshleman Co., Cleveland, O.

THOMPSON PRODUCTS, INC., Valve div., 1455 East 185th st., Cleveland 10, O. Engine poppet valves, sodium filled valves, valve seat inserts, valve spring retainer caps, valve retainer locks, automatic valve lifters, valve rotators, extruded forgings, precision stampings. R. E. Cummings, div. mgr.; D. H. Martin, sales mgr.; P. M. Trace, asst. sales mgr.; D. H. Martin, adv. mgr.; M. J. Tauschek, chief engr.; J. H. McDuffee, pur. agt., traf. mgr. Det. Rep. — W. F. Saefkow, dist. mgr., Fisher bldg., Detroit 2, Mich. Adv. Agcy.—Meldrum and Fewsmith, Inc., Cleveland, O. H. Cooper, acct. exec.

THOMPSON SERVICE SALES, Div. of Thompson Products, Inc., 2209 Ashland rd., Cleveland 3, O. Automotive engine and chassis parts. R. L. Nardi, mgr.; M. R. Hopkins, mdse. mgr. Det. Rep. — D. L. Huntsberry, 23311 Coolidge hwy., Oak Park 37, Mich. Adv. Agcy. — Griswold Eshleman, Terminal Tower, Cleveland, O. Stan Bahnsen, acct. exec.

THOMPSON & SON CO., HENRY G., 277 Chapel st., New Haven 5, Conn. Hack saw blades and frames, metal and wood cutting band saw blades, hole saws, ground flat stock. D. W. Northup, pres.; A. W. Tucker, vice-pres., sales; D. C. Smyth, treas.-secy.; J. T. Barrett, asst. treas.; Frank W. Wandyes, factory mgr.; H. W. Delano, adv. and mkt. mgr.; A. J. Johnson, pur. agt. Adv. Agcy. — Hugh Graham & Assoc., Inc., New Brittain, Conn.

THOMSON INDUSTRIES, INC., 1029 Plandome rd., Manhasset, L. I., N. Y. Ball bushings, nylined bearings. John B Thomson, pres.; S. G. Thomson jr., vice pres.; A. C. Stevens, secy.; S. G. Thomson sr., treas.; Robert C. Magee, works mgr.; Howard R. Havemeyer, sales mgr. Det. Rep.—Detroit Ball Bearing Co., 110 W. Alexandrine ave. Adv. Agcy.—The Kotula Co., New York, N. Y.

THOR POWER TOOL CO., 175 N. State, Aurora, Ill. Portable air and electric tools. Neil C. Hurley jr., pres.; W. A. Nugent, exec. vice-pres.; J. A. McGuire, vice-pres., secy.; J. A. Hill, vice-pres., sales mgr.; J. A. Lind, treas.; Dean Smith, vice-pres. mfg.; J. F. Corkery, sales prom. mgr.; W. G. Mitchell, chief engr.; Gale Wicks, pur. agt. Det. Rep.—Otto Shellenberger, 14515 Puritan ave. Adv. Agcy.—Roche, Williams and Cleary, Inc., Chicago, Ill. John P. Roche, acct. exec.

THORNTON CO., 1389 Peachtree st., Atlanta 9, Ga. Sales graphs for auto dealers. John D. Thornton, pres., treas. and gen. mgr.; Mike Webb, vice-pres., sales mgr.; Blanche Knapp, secy. Adv. Agcy.—Sid H. Dunkan, Atlanta, Ga.

TIDEWATER OIL CO., 79 New Montgomery st., San Francisco 20, Calif. Gasoline, motor oils, gear and chassis lubes, industrial oils and greases. D. T. Staples, pres.; L. F. Bayer sr., vice-pres.; P. E. Allan, admin. vice-pres. of mrktg.; H. B. Haney, vice-pres. and mgr. of transp.; H. Y. Hyde, admin. vice-pres. of mfg.; W. J. Burker, secy., 17 Battery Place, New York 4, N. Y.; R. D. Richardson, treas., contr., 79 New Montgomery st., San Francisco 20, Calif.; T. M. Dailey, mgr., economics dept.; H. G. Fillhower, mgr., employe rel. dept.; J. W. Gendron, mgr., oil pur. and exch. dept.; C. N. Pollak, mgr., pub. rel. dept. Eastern Div.: 17 Battery Pl., New York 4, N. Y. George F. Getty II, vice-pres. and div. gen. mgr.; J. G. Jimenez, div. mrktg. mgr.; F. L. Frost, div. adv. supt. J. F. McGrath, div. sales train. and prom. supt.; Arthur Jungdahl, div. pur. supt. Central Div.: Thompson bldg., Tulsa 2, Okla., C. R. Brown, vice-pres. and div. gen. mgr.; J. W. Warner, vice-pres. and div. sales mgr.; C. W. Nicholson, div. adv. supt.; J. E. Johnston, div. pur. supt. Southern Div.: Mellie Esperson bldg., Houston 1, Tex. E. B. Miller jr., vice-pres. and div. gen. mgr.; D. L. Ratliff, div. pur. supt. Western Div.: 79 New Montgomery st., San Francisco 20, Calif. T. L. Wark, vice-pres. and div. gen. mgr.; W. A. Reanier, div. mrktg. mgr.; H. R. Deal, sales prom. supvr.; G. M. Dixon, div. pur. supt.

TILLOTSON MFG. CO., 761-769 Berdan ave., Toledo 12, O. Carburetors and gasoline fuel strainers. H. R. Schausten, pres., gen. mgr., sales and adv. mgr.; A. E. Payne, vice-pres. and works mgr.; J. Harold Bones, secy. and treas.; E. A. Petsch, serv. mgr.; B. C. Phillips, chief engr.; H. F. Bowlin, pur. agt.; C. Grau, traf. mgr. Adv. Agcy.—Miller Agency Co., 2144 Madison ave., Toledo, O.

TIMBERLOCK ENTERPRISES, Highway 6 and South Kansas ave., Hastings, Neb. Truck bodies, wagon boxes, pickup conversion units, and electric and power take-off underbody hoists. Jack Binderup, mgr.; Irl Anspach, plant supt.

TIMKEN-DETROIT AXLE DIV., Rockwell Spring and Axle Co., 100-400 Clark ave., Detroit 32, Mich. Front axles—driving and non-driving; rear axles—single speed, double reduction, two-speed double reduction, hypoid-helical; worm and double reduction tandem drive rear axle units; planetary axles; transfer, cases, torque dividers and brakes for motor trucks and motor buses; trailer axles and brakes; transmissions, final drives and brakes for tractors and self-propelled farm implements, industrial truck driving axles, special drives and brakes for industrial machinery, forgings and stampings. Willard F. Rockwell, chmn. of bd.; C. J. McQuennan, pres.; F. W. Parker jr., exec. vice-pres.; C. C. Bartell, vice-pres. sales; N. R. Brownyer, vice-pres. field serv. engrg.; R. M. Hays, vice-pres. trailer div.; R. H. Trese, vice-pres.; A. I. Hawkins, vice-pres.; G. J. Finzel, compt.; Walter F. Scheel, chief engr.; N. S. Lincoln, sales mgr.; W. J. Joyce jr., market research mgr.; Richard Bannister, adv. mgr.; K. P. Hayes, serv. parts mgr.; V. E. Gumbleton, dir. of pur.; J. L. Griffin, pur. agt. Adv. Agcy.—MacFarland, Aveyard & Co., 333 Michigan ave., Chicago 1, Ill. E. W. Stokes, acct. exec.

TIMKEN ROLLER BEARING CO., Canton 6, O. Tapered roller bearings, removable rock bits, alloy steel, seamless steel tubing. W. E. Umstattd, pres.; H. E. Markley, asst. to pres.; G. L. Deal, secy., treas.; W. B. Moore, vice-pres. in charge of sales; P. J. Reeves, dir. of sales; R. M. Riblet, chief engr.; D. A. Bessmer, vice-pres.; J. F. Corbin, traf. mgr.; S. T. Salvage, adv. mgr.; P. E. Young, dir. of pur. Det. Rep.—G. Wingerter, 3107 W. Grand blvd. Adv. Agcy. — Batten, Barton, Durstine & Osborne, Cleveland. Fred I. Sharp, acct. exec.

TIMME & SON, E. F., 1 Park ave., New York 16, N. Y. Pile fabrics. William E. Roschen, pres.; Arthur B. Robertshaw jr., vice-pres.; Wm. Van Schaischa, vice-pres.; H. J. Hartenfels, treas.; Otto Timme Roschen, secy.; H. Arnold Giles, sales mgr., industrial div.

TIMMONS METAL PRODUCTS CO., 845 Harrisburg Pike, P. O. Box 86, Columbus 16, O. Beverage, utility and refrigerated bodies, vending trailers. Kenneth K. Timmons, pres., gen. mgr.; Frank C. Timmons, vice-pres., sales mgr.; Wilson D. Timmons, secy., works mgr.; Carl F. Jagsch, treas., chief engr. John D. Harrow, asst. sales.

TINCHER PRODUCTS CO., 2023 S. 60th st., Milwaukee 14, Wis. Alloy seal, blockbinders, radiator seal, chemicals and equipment for impregnating. J. Walter Becker, pres.; M. A. Buettell, vice-pres.; E. T. Juday, secy.-treas.; T. W. Juday, gen. mgr.

TINIT MFG. CO., INC., 1635-39 Platte st., Denver 2, Colo. Soldering tinning compound, soldering paste, soldering salts, welding-brazing flux, hand cleaner, radiator seal, radiator cleaner, windshield washer solvent, solder paddles, acid brushes, automobile body tools. Norval Olsen, pres., sales mgr.; George A. McElroy, vice-pres.; E. M. Olsen, secy., treas.

TITEFLEX, INC., Hendee st., Springfield 4, Mass. Passenger car, truck and bus lines, automotive replacement lines, expansion-type bellows, gas and oil filter lines (flexible all metal hose), radio ignition shielding; Quick-Seal couplings. Ebert E. Husted, pres.; John D. Spaulding, exec. vice-pres.; John J. Phillips, vice-pres. in chge. of engr. and sales; Arthur M. Rogers, treas.; Elbert E. Husted, III, gen. sales mgr.; Brad Willcox, pur. agt. Det. Rep.—E. C. Frank, 641 Book bldg., Detroit 26. Adv. Agcy. — Arndt, Preston, Chapin, Lamb & Keen, Inc., 160 N. 15th st., Philadelphia 2, Pa. Norton J. Bond, acct. exec.

TOBIN-ARP MFG. CO., 6400 Penn ave. S., Minneapolis 23, Minn. Line boring and shell bearing boring machine, rod boring attachment, pin fitting machine, king pin fitting machine, parts cleaning equipment, valve facers, valve seat grinders and airdraulic presses. E. A. Arp, pres.; A. W. Larson, exec. vice-pres., gen. mgr.; Walter F. Peterson, vice-pres., mdsg. mgr.; Jack M. Taylor, secy. and compt.; Harold A. Johnson, prod. mgr. Adv. Agcy.—William L. Baxter, Minneapolis, Minn.

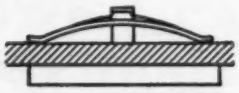
TOKHEIM CORP., 1602 Wabash ave., Fort Wayne 1, Ind. Service station pump, and access., hand pumps, power pumps and portable air compressors, and oil display cabinets. E. S. Higginbotham, chmn. of bd. and pres.; J. M. Huguenard, vice-pres. and gen. sales mgr.; D. Cunningham, vice-pres. and secy.; H. J. Mammoser, vice-pres. and treas.; C. W. Wright, vice-pres., mfg.; L. R. Frazier, sales mgr., gasoline pumps; F. H. Loos, adv. mgr.; Wm. Louthan, serv. mgr.; J. R. Laughlin, pur. agt.; Otto Scheuret, chief engr.; Marion Gardiner, ser. mgr.; Ralph Blue, traf. mgr. Det. Reps.—Wm. A. Cartwright, Earl Parrish, 18911 James Couzens hwy. Adv. Agcy.—Jones & Taylor and Assoc., South Bend, Ind.

TOLEDO STEEL PRODUCTS CO., Div. of

(Continued on Page 259)

THIS Fastener works every time!

Four Gripping Teeth provide maximum gripping action, even on hard chrome studs.



Long, High Spring Arch maintains tension in service; compensates for wear on parts.

Turned Up Ends slide smoothly over body deadener, radio grilles and plastic surfaces without digging.

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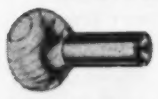

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Power Tool Shanks

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Write for free samples, stating size, material, finish

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Who's Who in the Auto Industry

(Continued from Page 258)

Thompson Products, Inc., 6402 Cedar ave., Cleveland 3, O. Motor and chassis replacement parts. G. A. Poe, C. L. DeShetler, W. E. Kilgore, regional sales mgrs.; Ken Hannum, serv. engrg.; J. W. Meritt, adv. mgr. **Det. Rep.**—L. F. Nedvidek. **Adv. Agcy.**—Griswold Eshleman, Cleveland, O.

TOPPS-ALL PRODUCTS CO., 3815 Tibbett ave., New York 63, N. Y. Cleaners, polishes, spot removers, tar and wax removers, white tire paint and cleaner, rubber dressing in black, brown, grey, green and blue, hand cleaners, rubbing and buffing compounds, bug and rust removers, garage floor cleaners and leather cleaner. Edwin Cohn, pres. and gen. mgr.; Mac Gershon, secy.; Oscar V. Smith, works mgr.; Stanley Levy, asst. sales mgr. **Adv. Agcy.**—Craftsman's Advertising, New York, N. Y.

TORRINGTON CO., 59 Field st., Torrington, Conn. Torrington needle bearings. W. C. Thompson, pres.; M. E. Berglund, exec. vice-pres.; E. B. Thompson, vice-pres. sales; L. W. Smith, vice-pres. mfg.; B. T. Virtue, vice-pres. engrg.; F. A. Pearce, vice-pres. finance; W. W. Bielock, secy.; W. R. Reid jr., gen. sales mgr.; D. E. Lewis, sales mgr. brgs.; R. G. O'Connell, asst. sales mgr. brgs.; J. A. Sarka, distr. supt.; W. J. St. Onge, adv. mgr.; R. H. White, chief prod. engr.; W. V. Viering, pur. agt.; F. W. Sanders, J. H. Lancaster, asst. pur. agts.; **W. L. Morgan, traf. mgr. Det. Rep.**—R. A. Ramsay, 16881 James Couzens hwy. **Adv. Agcy.**—Hazard Advertising Co., 444 Madison ave., New York 22, N. Y.

TOW BAR SALES CO., 40 S. Clinton st., Chicago 6, Ill. Exclusive factory distributors automobile towing equipment, truck tow bars and saddles, protecto covers, carrying bags and all steel carrying cases, safety chains, parts, etc. Jack: Combination transmission and differential for trucks and autos. **Ben Goldberg, gen.** mgr., pur. agt.; Myrtle Karus, sales mgr.

TOWNSEND CO., New Brighton, Pa. Locknuts, special cold headed parts and fasteners, self-tapping screws, solid rivets, tubular rivets, blind rivets, lock bolts, tufftite fasteners. F. R. Dickenson, pres.; G. A. Bentley, gen. sales mgr.; H. C. Weidner jr., vice-pres.; R. W. Daumiller, pur. agt.; W. E. Briceland, traf. mgr. **Det. Rep.**—R. E. Casner, 8640 W. McNichols rd., Detroit, Mich. **Adv. Agcy.**—Bond & Starr, Inc., Pittsburgh 22, Pa.

TRACTOR & IMPLEMENT DIV., Ford Motor Co., 2500 E. Maple rd., Birmingham, Mich. Tractors and farm machinery. Merritt D. Hill, gen. mgr.; B. A. Best, gen. fin. mgr.; Anthony Alic, div. contr.; R. E. Hunt, gen. mfg. mgr.; W. T. Murphy, asst. gen. sales mgr., sales services; David Meeker, asst. gen. sales mgr., parts and serv.; W. H. Binns, adv. mgr.; R. B. Williams, sales prom. mgr.; Dale Roeder, chief engr.; I. R. Kappler, gen. pur. agt.; R. J. Stodart, traf. mgr.; L. F. Thompson, pub. rel. mgr. **Adv. Agcy.**—Meldrum & Fewsmith, Inc., Birmingham, Mich. W. H. Stone, acct. exec.

TRAFFIC TRANSPORT ENGRG., INC., 14301 Schaden ave., Dearborn, Mich. Automobile transport trailers, racks, dunnage, special trailers, C. C. Stuart, pres.; A. J. Maranowski, chief engr.; E. A. Gotz, pur. agt.

TRAILMOBILE INC., 31st and Robertson ave., Cincinnati 9, O. Truck-trailers. W. A. Burns, pres.; J. J. Black, vice-pres., engrg.; Richard H. Heberling, vice-pres., oper.; H. E. Eyler, vice-pres., sales; J. O. Young, vice-pres., branch oper.; Paul W. Heasley, vice-pres., treas.; A. Waddell, vice-pres., West Coast oper.; J. R. Kruizenga, asst. gen. sales mgr.; Walter W. Hasenzahl, gen. mgr., mfg.; W. R. Hummel, chief engr.; L. R. Everhard, secy.; G. R. Abels, mgr., pub. rel.; Kent Snyder, mgr., adv.; W. H. French, dir., pur.; E. J. Hobold, traf. mgr.; Kenneth D. Johnson, Cincinnati plant mgr.; Lloyd Senglaub, dir. of ind. rel.; George Martin, gen. serv. mgr.; R. W. McDowell, nat. used trailer mgr.

TRAINOR NATIONAL SPRING CO., 700 N. Main st., New Castle, Ind. Flat leaf chassis springs, special shapes of flat and round stock. Felix R. Trainor, pres. and gen. mgr.; Mrs. F. J. Trainor (inactive), vice-pres.; C. A. Trainor, secy., treas.; George Dafler, works mgr.; M. J. Hartzell, sales and adv. mgr.; M. D. Weff, pur. agt.; Gerald Bowman, traf. mgr.

TRANSUE & WILLIAMS STEEL FORGING CORP., 562 W. Ely st., Alliance, O. Drop forgings, metal stampings, overhead conveyor chain. J. C. Redmond, pres.; E. M. Cook, exec. vice-pres.; C. W. Bidwell, secy. and treas.; H. C. Martin, pur. agt.; Frank Johnson, traf. mgr.; Ed Glauser, gen. supt. (stamping); J. W. Ament, sales mgr. (forging); C. J. Brunn, sales mgr. (stamping); G. E. Williams, chief engr. (forging); Ford Hoffman, Chief engr. (stamping). L. H. Martens (stamping), 501 Curtis bldg., Detroit. **Adv. Agcy.**—The Lee Donnelley Co., 734 Union Commerce bldg., Cleveland, O.

TRANTER MANUFACTURING, INC., 735 E. Hazel st., Lansing 4, Mich. Refrigeration truck holding plates, "Kold-Hold" refrigeration lowsides, "Kold Trux" on the road truck refrigeration, tank heating "Platecoils." J. R. Tranter, pres.; J. H. Flewelling, treas.; H. E. Guysel-man, exec. vice-pres.; S. J. Stowell, sales mgr.; R. W. Saxton, asst. sales mgr.; Mrs. L. S. Worthington, secy., adv. sales prom. and pub. rel. mgr.; Martin C. Nolen, pur. agt. **Adv. Agcy.**—Jaqua Co., Grand Rapids, Mich. Robert E. Jaqua, acct. exec.

TREGLOWN CO., INC., 137 South ave., Fanwood, N. J. Piston sealing compound, Muffler joint and repair compounds, cold solder materials. George C. Treglown, pres. and treas.

TRIANGLE JACK CO., INC., Box 2034, Wichita, Kans. Office and Factory: 211 Main st., Haysville, Kans. Chain jacks for all automobiles, Triangle jack service station model. Triangle shoulder jack for use on soft road shoulder. T. R. Breed, gen. mgr.; E. L. Herzer, secy.; Mrs. T. R. Breed, treas.; Randolph Pruett, works mgr. **Det. Rep.**—W. G. Kinmont, 6432 Cass ave., Detroit, Mich. **Adv. Agcy.**—McCormick-Armstrong, Wichita, Kans.

TRICO PRODUCTS CORP., Buffalo 3, N. Y. Windshield wipers, windshield wiper blades and arms, automatic windshield washers, vacuum operated window lifts, vacuum horns, vacuum pumps for wipers and power brakes. J. R. Oishei, pres.; R. J. Oshei, vice-pres.; G. Z. Spencer, sales mgr. replacement parts div.; R. S. Garrick, mdse. mgr.; C. J. Jennings, pur. agt. **Det. Mgr.**—C. E. Larson, General motors bldg., Detroit, Mich.

TRINDL PRODUCTS, LTD., 1807-11 S. Clark st., Chicago 16, Ill. Industrial arc welders and limited input type farm welders, twin carbon arc torches, welding accessories, electronic pipe thawers. Joseph H. Trindl, pres., treas.; Joseph H. Trindl jr., gen. mgr.; L. Arnston, secy. **Adv. Agcy.**—Engel Assoc., Chicago, Ill. F. Engel, acct. exec.

TRIPLEX CORP. OF AMERICA, P. O. Box 666, Pueblo, Colo. Aluminum permanent mold castings and aluminum pistons for automobiles and trucks. A. O. Herud, pres., gen. mgr.; T. Oliver Van Tuyl, vice-pres.; Trygve Meidell, secy., treas.; William H. Botzer, asst. secy.; A. J. Holub, works mgr.; J. D. White, asst to vice-pres., sales., adv., sales prom. mgr.; R. W. Poillitt, chief engr.; E. J. McDonough, pur. agt. **Det. Rep.** — T. Oliver Van Tuyl, vice-pres.; J. R. Renfrew, chief engr., 19158 James Couzens hwy. **Adv. Agcy.**—Burlingame Grossman, Chicago, Ill.

TRIPPE MFG. CO., 133 N. Jefferson st., Chicago 6, Ill. Fog lights, driving lights, spotlights, police and ambulance flashing lights, infra-red dryers (portable), cooling system cleaners. G. Trippe, pres.; S. H. Moss, secy.; M. C. Franke, pur. agt. **Adv. Agcy.**—Allan David Agency, Chicago, Ill., Roland Berns, acct. exec.

TROY BLANKET MILLS, 200 Madison ave., New York City 16, N. Y. Luggage compartment linings, jute felt. Geo. K. Ripley, pres. (Troy, N. H.); Ed. J. Russell, vice-pres., pur. agt. and works mgr. (Troy, N. H.); F. F. Ripley, treas. (Troy, N. H.); Ray H. Bogert, sales mgr.; Alden F. Clay, asst. sales mgr.; K. V. Allen, traf. mgr. (New York). **Det. Rep.**—J. Y. Cutler, 222 W. Adams st., Chicago, Ill. **Adv. Agcy.**—H. B. Humphrey, Alley & Richards, New York, N. Y. Chas. Holcomb, acct. exec.

TRUCK EQUIPMENT CO., INC., 1791 Fillmore ave., Buffalo 14, N. Y. Tandemtrac suspension guardian radius arms, truxmore third axles, gravity spring suspensions, Teco steel dump bodies. E. R. Boeck, pres., gen. mgr.; H. H. Weber, vice-pres., sales mgr.; E. H. Zittel, vice-pres. pur.; P. D. Boeck, secy., treas.; Robert Walter, chf. engr.; Wm. Dworak, machine shop supt.; George Bamberg, serv. mgr.; H. E. Wunderle, parts mgr.; E. H. Zittel, H. P. Hoefner, pur. agts.

TRUCK INDEX, INC., P. O. Box 622, Main Post Office, San Francisco 1, Calif. The Truck Index (digest of specifications and equipment of current-model new trucks). L. C. Nielson, pres.; M. E. Young, vice-pres.; M. M. Nielson, secy.

TRUCKSTELL MFG. CO., Union Commerce bldg., Cleveland 14, O. Dual-axle drives, power dividers, "Hydro-Trac" trailing and pusher tandems; "Chief-Ton" 3rd axles—trailing or pusher; auxiliary transmissions. John Groenier, chmn. of bd.; Donald W. Meyer, pres.; Raymond L. Page, vice-pres., sales and engrg.; William J. Reilly, vice-pres, mfg.; F. J. Hessler, secy.-treas.; J. M. Brown, sales mgr. distr. div.; J. J. O'Neill, reg. sales mgr.; W. C. Lynch, serv. mgr. Manufacturing Plant, Townsend, Mass., William J. Reilly, mgr. **Adv. Agcy.**—Fuller, Smith and Ross, Inc., Cleveland, O.

TRUCKTOR CORP., Route 22, Mountainside, N. J. Trailing third axles for trucks, single and tandem axle assemblies for trailers, four wheel chain and sprocket drive. Clayton Farris, pres.; Rogers Lord, vice-pres.; Clayton Farris jr., sales mgr.; George L. Hartman, prod. mgr. **Adv. Agcy.**—Kniep Associates, Dover, N. J.

TRUSCON STEEL DIV., Republic Steel, Youngstown 1, O. (Steel building prod.). D. K. Forsyth, div. mgr.; C. B. McGehee, gen. mgr. of sales; D. M. Schmid, asst. gen. mgr. of sales; P. L. Callahan, adv. mgr.; W. D. Moorhead, chief engr.; A. M. Broennle, traf. mgr. **Det. Rep.**—J. W. Davies, Truscon Steel Div., Republic Steel, 2011 Park ave., Detroit 26, Mich. **Adv. Agcy.**—Meldrum & Fewsmith, Cleveland, O. John Goulet, acct. exec.

TRUK-A-DOOR CO., 2457 Woodward, Detroit 1, Mich. Truk-A-Door (roll up type doors for trucks and trailers). B. L. Quarnstrom, partner; Cass B. Kale, partner. **Adv. Agcy.**—Livingston-Koster, Detroit 1, Mich.

TRUK-TARP CO., 9217 Weiss, Dallas 19, Tex. Truck canopies, canvas truck covers for pickup and stake. Walter L. Armistead, owner and gen. mgr. National distributor.

TUMBLER, J. A. LABORATORIES, INC., 423 S. Hanover st., Baltimore 1, Md. Automotive chemical specialties. J. A. Tumbler, pres.; H. E. Tumbler, secy.-treas.; E. E. Gentile, traf. mgr.; J. A. Belanger, pur. agt.

TUNG-SOL ELECTRIC INC., 95 Eighth ave., Newark 4, N. J. Automobile lamps, sealed beam lamps, signal flashers, electron tubes, semiconductor prod. H. W. Harper, chmn. of bd.; Louis Rieben, pres.; R. E. Carlson, D. A. Harper, M. R. Schulte, J. E. Witbeck, A. K. Wright, George Keown, vice-presidents; H. M. Darling, vice-pres., treas.; John D. VanderVeer, gen. sales mgr.; L. E. Cotsen (renewal sales); Harold F. Cook, dir. adv. and mkt. research; R. M. Andrews jr., mgr. adv. and sales prom., Electronic prod.; E. G. Hazeltine, mgr. adv. and sales prom., automotive prod.; R. K. Braunsdorff, chief engr. (lamp div.); E. P. Garrettson, dir. of pur. **Det. Rep.**—Charles Becker, mgr. auto. sales, 6-248 General Motors bldg., Detroit 2, Mich. **Adv. Agcy.** — E. M. Freystadt Assoc., Inc., 41 E. 42nd st., New York, N. Y. C. E. Ballard, acct.exec.

TUNGSTEN CONTACT MFG. CO., 7311 Cottage ave., North Bergen, N. J. Automotive ignition replacement parts. S. H. Lipman, pres.; O. C. Hollopeter, vice-pres., secy.; W. C. Hollopeter, vice-pres.; R. A. Lipman, treas.; Charles Becker, works mgr.; F. W. Holland, chief engr. **Det. Rep.** — Amster-Heiser Co., 11814 Buckeye rd., Moreland bldg., Cleveland 20, O. **Adv. Agcy.**—The Furman Co., Inc., New York, N. Y.

TURCO PRODUCTS, INC., 6135 S. Central ave., Los Angeles, Calif. Carbon removers, steam cleaning compounds, automotive body, truck and bus washing compounds, Dye penetrant flaw location process, solvent emulsion cleaners, carburetor and small parts cleaner, nonconductive safety solvent for cleaning electrical equipment, heavy-duty hot tank cleaning compound, concrete floor cleaning compound, nonflammable paint remover, masking materials for paint booth walls and fixtures, corrosion and rust preventive compound for metals. S. G. Thornbury, pres.; Lulu D. Robertson, vice-pres.; D. M. LeVasseur, secy.; Sidney E. Smith, treas.; D. T. Buist, dir. sales; A. K. Beard, sales mgr.; S. B. Van Dyne, adm. asst. to sales; D. Miller, sales coordinator; C. F. Devine, adv. sales prom.; A. H. Dekker, pur. agt.; Don Eckroad, asst. pur. agt. **Det. Rep.**—Art Mason, Chicago. **Adv. Agcy.**—Vanderboom, Hunt and McNaughton, Los Angeles, Calif.

TURK CORP., C. K., 1122 Mishawaka ave., South Bend 15, Ind. Caravan tops, tailgate steps, tent, awnings and other canvas items. C. K. Turk, pres., treas.; J. Coy McGee, vice-pres. sales; R. C. Turk, vice-pres. prod.; Harry Barrett, pur. agt.

TURNER MFG. CO., 404 W. Superior, Kokomo, Ind. Wheel balancing weights, weight removing tools, caster shims, coil spring stabilizers, stabilizer installation tools. E. W. Turner, pres.; J. R. Dailey, secy.-treas., and gen. mgr.; W. E. Fuertges, works mgr. and chief engr. **Adv. Agcy.**—Max Comer Agcy., Kokomo, Ind.

TURTLE-WAX-PLASTONE CO., 4100 W. Grand ave., Chicago 51, Ill. Windshield washer solvent, chrome polish, auto polishes, furniture and bicycle polish, radiator sealer, streakproof glass cleaner, car cleaner, white-wall cleaner, gasoline additives. Benjamin F. Hirsch, pres.; Eugene I. Hirsch, vice-pres.; J. Kenneth Baird, gen. mgr. **Adv. Agcy.**—W. B. Doner, Chicago, Ill. M. F. Kostman, acct. exec.

TUTHILL SPRING CO., 760 W. Polk st., Chicago 7, Ill. Leaf springs, spring harrow teeth, implement parts, highway guard rail. H. T. Moore, pres.; W. F. Fischer, sales mgr.; W. S. Van Bergen, vice-pres.; L. E. Tuthill, secy.; S. M. Ziolko, treas.; R. L. Venning, pur. agt.

TWIN COACH CO., 850 W. Main st., Kent, O. Gas and propane engines, diesel engines, "44" marine engine, highway post office vehicles and pony express units. F. R. Fageol, chmn.; L. J. Fageol, pres.; John J. Lee, exec. vice-pres.; Edward P. Taylor, secy.-treas.; W. C. Smart, vice-pres. and gen. mgr.; W. H. Carlson, vice-pres. chge. sales. **Adv. Agcy.**—Palm & Patterson, Cleveland, O. A. C. Palm, acct. exec.

TWITCHELL, INC., E. W., 3rd and Somerset sts., Philadelphia 33, Pa. Fibre fabrics for seat covers, headlinings, door panels and truck linings. Textilene welting cords. E. W. Twitchell, pres.; Geo. C. Needham, vice-pres. and compt.; W. S. Bradford, vice-pres. and gen. mgr.; D. B. Pitman, vice-pres., fabrics div.; D. N. Harney, vice-pres., cordage div.; Geo. Webor, pur. agt.

TWIX MANUFACTURING CO., INC., 40-09 21st st., Long Island City 1, N. Y. Tools, dies, jigs, fixtures, weldments, dollies, assemblies, stampings. M. S. Gipstein, pres.; D. J. O'Brien, vice-pres.; S. Shaler, secy.-treas., chief engr.; G. G. Cohen, gen. mgr.; M. Pietrantoni, works mgr.; J. Albert, sales mgr., adv. mgr.; J. Saldinger, asst. sales.; J. Kakas, asst.; P. Sullivan, traf. and serv. mgr.; B. Plimer, pur. agt., parts and access. mgr. **Adv. Agcy.**—Harold Marshal Advertising Co., Inc., New York City, N. Y. H. Marshal, acct. exec.

TYER RUBBER CO., Andover, Mass. Moulded and extruded industrial rubber products, rubber and canvas footwear, rubber roll coverings. W. E. Brimer, pres.; F. J. Emmett, vice-pres. sales; K. C. Bevan, vice-pres. mfg.; Chas. B. Whiteside, pur. agt.; B. F. Dane, traf. mgr.

TYREX SALES CORP., 71-09 Austin st., Forest Hills, 75, N. Y. Tubeless tire repair products. Robert C. Irving, pres.

TYSON BEARING CORP., Subsidiary of S-K-F Industries, Inc., Massillon, O. Tapered roller bearings. A. S. Murray, pres.; G. W. Kaylor, asst. secy. and pur. agt.; O. B. Raisner, treas.; C. Mann, asst. sales mgr.; C. W. Becherer, prod. mgr.; W. H. Smyth, supt.; James L. Craney, chief insp.; Samuel S. Doroslov, foreman, shipping dept., chief engr., applications; J. E. Zuber, chief engr.; Harry H. Heid, traf. mgr. **Det. Rep.**—Frank W. Lynch, 19456 James Couzens hwy., Detroit 35, Mich. Wyandotte Industrial Sales, Wyandotte, Mich. (replacement bearings).

U

U. S. AXLE COMPANY, INC., Water st., Pottstown, Pa. Automobile, truck and bus axle shafts. Elizabeth Lees Watson, pres., gen. mgr.; E. D. Gudebrod, vice-pres.; George M. Longaker, secy.; Arnold Watson, treas., sales and adv. mgr. **Det. Rep.**—Arthur Watson, 2615 Rochester rd., Royal Oak, Mich. **Adv. Agcy.**—Burlingame-Grossman, 207 S. Wabash ave., Chicago, Ill. M. A. Harris, acct. exec.

U. S. CHEMICAL & SUPPLY CO., 400 East Tenth ave., North Kansas City, Mo. Z-4 automotive chemicals, Z-4 portamatic flush machine, U. S. Safety hoist and handler. Paul C. Burandt, pres. and gen. mgr.; A. J. Blasco, vice-pres. and treas.; James C. Logan, vice-pres. and secy.

U. S. INDUSTRIAL CHEMICALS CO., Div. of National Distillers Products Corp., 99 Park ave., New York 16, N. Y. Industrial alcohol, chemicals and polyethylene resins. Dr. R. E. Hulse, vice-pres., gen. mgr.; R. H. Cornwell, prod. dir.; Aldon R. Ludlow jr., sales vice-pres. **Adv. Agcy.**—G. H. Basford & Co., New York, N. Y.

U. S. METAL PRODUCTS CO., INC., 1045 Atlantic ave. Brooklyn 38, N. Y. Fog, driving, utility lights, license plate frames, side-view mirrors, trouble lights (portable); Benjamin Lapidus, pres.; S. H. Lapidus, secy., treas. and sales mgr.; William Horman, pur. agt. **Det. Rep.**—A. L. Sporkin Assoc., 600 S. Michigan ave., Chicago. **Adv. Agcy.** — Murray Furman Co., New York, N. Y.

U. S. PLUG AND FITTING CO., 1000 N. Main st., Wellington, O. Pipe and drain plugs, reducer, bushings, steel, cast iron, malleable iron, brass, aluminum, magnesium. Samuel B. Katz, pres.; Ray S. Gurnick, vice-pres.; Dave Katz, sales mgr.; Guy Krueger, pur. agt. and traf. mgr.

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(Continued on Page 260)

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ordnance; indicators. William Wingard, pres.; Vincent R. Herterick, vice-pres.

UDYLITE CORP., THE, 1651 E. Grand blvd., Detroit 11, Mich. Plating equipment and supplies. C. H. Reeme, pres.; L. V. Nagle, exec. vice-pres.; L. J. Minbiole jr., sales mgr.; H. S. Maynard, secy.; R. C. Trees, dir. adv., sales prom. and mkt. research; A. L. Barak, treas.; J. V. Davis, chief engr.; V. E. Zobel, pur. agt.; D. J. Giddings, asst. **Adv. Agcy.**—Zarker Advertising Co., Penobscot bldg., Detroit.

UNDERWOOD CORP., One Park ave., New York 16, N. Y. Typewriters, adding-figuring machines, accounting machines, carbon papers, ribbons and supplies; electronic computers. Reeve Schley, chmn.; F. M. Farwell, pres.; T. H. Armstrong, vice-pres.; F. D. Lehn, secy.-treas.; C. H. W. Ruprecht, adv. mgr.; Andrew Cerruti, asst. adv. mgr.; H. W. Stewart, serv. mgr.; W. E. Clark, pur. agt. **Det. Rep.**—W. J. Modrack, Underwood Corp., 2424 W. Grand blvd., Detroit 8. **Adv. Agcy.**—William Esty Co., 100 E. 42nd st., New York 17, N. Y. Wm. E. John, acct. exec.

UNION CITY BODY CO., INC., W. Pearl, Union City, Ind. Package delivery bodies. W. L. Adelsperger, pres. and treas.; E. K. Beck, exec. vice-pres.; E. J. Fitzmaurice, vice-pres. and gen. mgr.; J. B. Koontz, C. C. Koontz, vice-presidents; R. K. Ayers, secy. and asst. treas.; D. L. Hockensmith, engr.; Lester Hamilton, pur. agt.

UNION FORGING CO., THE, 500 North st., Endicott, N. Y. Drop forgings, automotive spring clips. C. L. Waterman, pres. and treas.; W. J. Thompkins, vice-pres., gen. mgr.; L. T. Redpath, secy.; H. B. Bentley, vice-pres., sales mgr.; B. F. VanHorn, asst. sales; Alan Bombard, pur. agt. **Det. Rep.**—M. S. Owen, 835 Harcourt, Grosse Pointe, Mich.

UNION OIL CO. OF CALIFORNIA, Union Oil bldg., 617 West Seventh st., Los Angeles 17, Calif. Gasolines, motor oils, lubricating oils and greases, cleaning solvent, gas oils, roofing asphalts, crystalline and paraffin waxes, industrial lubricants, fuel oils, paving asphalts, solvents, liquefied petroleum gases, spray oils, coke, etc. Reese H. Taylor, chmn. of bd.; W. L. Stewart jr., vice-chmn. of bd.; A. C. Rubel, pres.; A. C. Stewart, K. E. Kingman, vice-presidents; H. W. Sanders, vice-pres., fin.; Dudley Tower, vice-pres., prod.; L. A. Gibbons, vice-pres. and gen counsel; San Grinsfelder, vice-pres., exploration; E. L. Hiatt, vice-pres., trans. and dist.; Roy Linden, vice-pres., mktg.; W. C. Stevenson, vice-pres., indl. rel.; F. L. Hartley, vice-pres., research; Basil Kantzer, vice-pres., Gulf div.; C. F. Parker, vice-pres., economics and planning; Irving J. Hancock, treas.; Max Lorimore, comptr.; R. F. Niven, secy. **Adv. Agcy.**—Young & Rubicam, Inc., 611 Wilshire blvd., Los Angeles 17, Calif.

UNIQUE EQUIPMENT, INC., 122 Sumpter st., Brooklyn 33, N. Y. Industrial turntables, welding positioners, powered turning rolls, manipulators, automobile-truck and bus turntables, display turntables and special industrial push-button mechanical devices. Albert W. Nuccel, pres. and chief engr.; Bertram A. Robbins, gen. mgr. and treas.

UNISTRUT PRODUCTS CO., 933 Washington blvd., Chicago 7, Ill. All purpose metal framing, automotive racks and shelving. G. W. Butler, pres.; R. F. Butler, exec. vice-pres.; J. P. Heslin, vice-pres., sales; A. J. Croze, vice-pres., engrg.; Edwin A. Nickel, adv. mgr. **Det. Rep.** — Unistrut Detroit Service Co., Box 711, 4045 Second st., Wayne, Mich. **Adv. Agcy.** — The Buchen Co., Chicago, Ill. Leon Morgan, acct. exec.

UNITED AUTO SUPPLY, 6035 Blvd. East, West New York, N. J. Dealer license plate "quick change" fasteners. Albert A. Waldman, pres.; Robert L. Waldman, vice-pres.; Anne Schulman, secy.-treas.

UNITED - CARR FASTENER CORP., 31 Ames st., Cambridge 42, Mass. Metal fasteners and fastening devices, nuts and stampings for automobile mouldings, tubing and wiring, grilles, weather stripping, carpet and dash mats, window channels, convertible tops. A. W. Kimbell, pres.; C. L. Hall, vice-pres., automotive sales; J. M. Dry, vice-pres., plant mgr.; J. J. Ellsworth, treas.; A. W. Kimbell, gen. mgr.; Samuel A. Groves, exec. vice-pres.; W. Churchill, vice-pres. dev. engrg.; William Towner, prod. mgr.; R. O. Chaffee, vice-pres., engrg.; N. A. Dill, sales mgr. automotive div.; Paul N. Jameson, adv. mgr.; F. J. Ross, pur. agt.; Dave Erb, pur. agt. asst. Arthur Noyes, traf. mgr. **Det. Rep.**—C. L. Hall, 2832 E. Grand blvd. **Adv. Agcy.** — H. B. Humphrey, Alley & Richards, Inc., Boston, Mass. Joseph Coenen, acct. exec.

UNITED ENGINE AND MACHINE CO., 310 Preda st., San Leandro, Calif. Aluminum alloy pistons. L. Sulprizio, pres.; R. Sulprizio, vice-pres.; H. G. Reynolds, sales mgr.; C. Coffey, chief engr. and pur. agt.

UNITED MFG. CO., 3637 West 56th st., Cleveland 2, O. Four-wheel automotive steering axle assemblies, towbars, brakes (mechanical and hydraulic), spring cushion hitches. Fred M. Klaus, pres. and treas.; Joseph N. Ryder, vice-pres., sales and adv. mgr.; James C. Gruener, secy.; Gene Sadowski, works and pub. rel. mgr.; Wm. R. Albrecht, asst. sales mgr.; Miss Betty Beth, asst.; Richard R. Green, sales prom. mgr.; Marc Rala, pur. agt.; Irving Hahner, traf. mgr. **Adv. Agcy.** — Ritchie & Statler, Cleveland, O.

UNITED MOTORS SERVICE, Div. of General Motors Corp., General Motors bldg., Detroit 2, Mich. Batteries, gauges, speedometers, brake lining, engine bearings, automotive motors, cigar lighters, radio parts, roller bearings, carburetors, chassis and engine parts, gasoline filters, ball bearings, thermostats, shock absorbers, lamps, starting, lighting and ignition, horns, radiators, ignition and battery cable, hydraulic brakes. R. S. Withers, gen. mgr.; E. L. Lape, gen. sales mgr.; S. A. Orr, asst. gen. sales mgr. mdse. **Adv. Agcy.** — Campbell-Ewald Co., General Motors bldg., Detroit. G. W. Davis, acct. exec.

UNITED SPECIALTIES CO., 9705 Cottage Grove ave., Chicago 28, Ill. **United Air Cleaner Div.,** 9705 Cottage Grove ave., Chicago 28, Ill. Air cleaners, precision stampings. J. T. Beatty, pres. and gen. mgr.; W. W. Lowther, vice-pres., engrg. and sales; C. F. Newburg, vice-pres., mfg.; B. H. Fretz, treas.; W. H. Haaksma, secy.; M. T. Moler, sales mgr., adv. mgr.; C. E. Albert, pers. dir.; L. L. Blais, pur. agt.; J. J. Dreznes, chief engr. **Mitchell Div.** — Edmund and Shelmire sts., Holmesburg, Philadelphia 36, Pa. Ignition switches, directional signal switches, door dovetails, automotive hardware and stampings. J. C. Pickel, vice-pres. and gen. mgr.; Jay E. White, chief engr.; Norman G. Fritz, pur. agt.; Edwin H. Thomas, eastern sales mgr. **Adv. Agcy.**—Bert S. Gittins, Milwaukee, Wis. O. C. Dahlman, acct. exec.

UNITED STATES AIR COMPRESSOR CO., 5300 Harvard ave., Cleveland 5, O. Air compressors, lifts, lubricating equipment, Bowes couplings, valves, fittings and accessories. Harold C. Schott, pres.; M. E. Dank, vice-pres., treas.; C. A. Bening, vice-pres. in chge. of sales; E. G. Schaedler, asst. sales mgr.; C. B. Bacher, supt.; W. H. Brummer, pur. agt.; James J. Pelouch, chief engr.; A. Sobie, traf. mgr. **Adv. Agcy.**—Richard T. Brandt, Inc., Cleveland, O. Richard T. Brandt, acct. exec.

UNITED STATES LICENSE FRAME MFG. CO., 3436 San Fernando rd., Los Angeles 65, Calif. License plate frames, monograms, nameplates, auto accessories. Leonard De Bell, owner; E. Wallace Titzell, gen. mgr.

UNITED STATES PLYWOOD CORP., 55 West 44th, New York 36, N. Y. Weldwood armorply, weldwood kalistron and plywood. S. W. Antoville, pres.; W. H. Hunt, vice-pres., sales; Simon Ottinger, secy.; J. P. Schlick, treas.; J. J. Dunne, pub. rel. mgr. **Det. Rep.**—R. J. Linneburg, 6845 Dix ave. **Adv. Agcy.**—Kenyon & Eckhardt, Inc., New York, N. Y. William Green, acct. exec.

UNITED STATES RUBBER CO., 1230 Avenue of the Americas, New York 20, N. Y. H. E. Humphreys jr., pres., chmn. of bd.; Wm. M. Dougherty, secy.; F. J. McGrath, treas.; Fletcher D. Richards, Inc., advertising agency; C. H. Gilbert, adv. mgr.; R. Wilks, pub. rel. dir. **Tire Div.:** Complete line of tires and tubes, air springs. G. R. Cuthbertson, vice-pres., gen. mgr.; J. M. Miller, asst. gen. mgr.; W. D. Baldwin and J. C. Ray, exec. assts. to gen. mgr.; A. W. Bull, dir. tire devel. (Detroit plant); R. E. Behrman, prod. mgr.; W. F. Wrightnour, oper. mgr.; H. D. Smith, dir. manuf. sales; W. O. Green, dir. dealer sales; H. C. Oliver, sales mgr., U.S. tires; C. H. Shirley, adv. mgr.; J. A. Boll, sales mgr., Fisk-Gillette tires. Factory mgrs.: B. S. Adams (Los Angeles), J. E. Cady (Indianapolis), F. A. Cobb (Eau Claire, Wis.), S. E. Harrison (Chicopee Falls, Mass.), and H. E. Weigold (Detroit). **Naugatuck Chemical Div.:** Plastics, synthetic rubber, rubber chemicals, latex and latex compounds, reclaimed rubber and oil-resistant rubber. G. R. Vila, vice-pres., gen. mgr.; E. S. Ebers, asst. gen. mgr.; Harold Parsekian, gen. sales mgr. **Mechanical Goods Div.:** Broad line of engineered rubber products according to customers' specifications, steering wheels, accelerator pedals, fan belts, auto brake parts, Marvibond laminated panels, rubber - to - metal mountings, adhesives, steering column pads, Timing belts, etc. G. A. Lovell, vice-pres., gen. mgr.; H. J. Reid, asst. gen. mgr.; E. T. Day, gen. sales mgr.; F. M. Urban, mgr. automotive sales (New Center bldg., Detroit). **Textile Div.:** Nylon, rayon and cotton tire cord, cord and chafer fabrics, Trilok three-dimensional car upholstering fabric. W. E. Clark, vice-pres., gen. mgr.; S. R. Phillips, asst. gen. mgr.; W. D. Johnson, gen. sales mgr.; B. E. Ferguson, Trilok sales mgr., transportation field. **Footwear & General Products Div.:** U. S. Koylon foam cushioning, crash padding, floor mats, fuel cells, Naugahyde upholstering fabric, Royalite parts. E. A. Luxenberger, vice-pres., gen. mgr.; C. W. Pennington, asst. gen. mgr.; S. L. Sammis, prod. mgr.; G. H. Callum, gen. sales mgr., manuf. prod. (Mishawaka, Ind. plant); E. G. Nagle, sales mgr., automotives sales (New Center bldg., Detroit); C. Sundberg, sales mgr., fuel cells (Mishawaka, Ind. plant); J. H. Bennell, sales mgr., Koylon cushioning (Mishawaka); T. R. Grimes, sales mgr., Royalite parts (Chicago plant); A. J. Hocking, adv. and sales prom. mgr. **Det. Rep.** — George E. Manser (New Center bldg.).

UNITED STATES STEEL CORP., 525 William Penn pl., Pittsburgh 30, Pa. Stainless steel, hot and cold rolled sheets, terne plate, plates, alloy steels, structural sections, special bar sections, tin plate. C. F. Hood, pres.; R. F. Sentner, exec. vice-pres. (commercial); B. S. Chapple jr., asst. exec. vice-pres. (commercial); John Veckley, dir. of adv. **Adv. Agcy.** — Batten, Barton, Durstine & Osborn, Inc., Pittsburgh, Pa.

UNITY MFG. CO., 2909 Indiana ave., Chicago 16, Ill. Spotlights, foglights, backup lights, deck lights, unity searchlights and mirrors. M. L. Gross, chmn. of bd.; Louis E. Gross, pres.; S. J. Schar, secy.; Edward J. Micetic, sales mgr.; George Dodro, supt.; John Bonaguro, chief engr.; H. G. Vincent, pur. agt.; Ted Swed, traf. mgr.; Emil Melichar, serv. mgr. **Det. Rep.**—R. A. Casalou, 802 Stephenson bldg., Detroit 2.

UNIVERSAL C.I.T. CREDIT CORP., Subsidiary of C.I.T. Financial Corp., 1 Park ave., New York 16, N. Y. Automobile installment credit. L. Walter Lundell, chmn. of bd.; Alan G. Rude, pres.; Robert S. Reeves, exec. vice-pres.; William L. Wilson, vice-pres., chge. adv., pub. rel.; L. Y. McAnney, asst. vice-pres., adv. mgr.; Robert H. McKennee, natl. adv. mgr.; R. M. Samuel, pur. agt. **Adv. Agcy.** —Fuller & Smith & Ross, Inc., New York, N. Y. I. C. Roll, acct. exec.

UNIVERSAL EQUIPMENT, INC., 2420 Oakville, Alexandria, Va. Design, supply and installation of complete parts, rooms, parts bins, steel shelving, steel lockers, etc. Wm. J. Shanley, pres. and treas.; Morton F. Lewis, vice-pres., secy., works mgr. **Adv. Agcy.** — Henry J. Kaufman Associates, Washington, D. C. Al Sarra, acct. exec.

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UNIVERSAL SALES, INC., London rd., Delaware, O. Vanette, carovan and Cee-Line production type parcel and door-to-door delivery bodies and conversions. G. W. Way, pres.; J. D. Burke, vice-pres., sales mgr.; H. A. Humes, secy.-treas. **Adv. Agcy.**—Howard Swink, Adv. Agcy., Inc., Marion, O. Paul Kohler, acct. exec.

UNIVERSAL STEEL EQUIPMENT CORP., 32-33 47th ave., Long Island City 1, N. Y. Steel shelving, revolving bins, utility tables, parts bins, displayors. Samuel N. Brimberg, pres.; Leo Abeles, sales mgr.

UNIVERSAL UNDERWRITERS (Lynn Underwriting Co., Mgr.), 1000 R. A. Long bldg., Kansas City 6, Mo. Insurance. E. M. Lynn, pres., gen. mgr.; J. E. Challinor, exec. vice-pres.; H. L. Wieder, 1st vice-pres.; A. H. Thurmond, vice-pres. and secy.; H. E. Prather, vice-pres. and treas.; T. R. Krings, J. M. White, H. Vander Dussen, R. T. Cannon, C. C. Arveson, L. G. Jones, vice-presidents; A. J. Cooper, asst. secy. and asst. treas.

UNIVERSAL WIRE SPRING CO., Solon rd., Bedford, O. Cushion springs and frames, automotive, furniture, aircraft. W. H. Neely, pres.; Louis C. Edgar jr., exec. vice-pres.; C. E. Smith, vice-pres., automotive sales; A. E. McBride, vice-pres. prod.; W. Inman, secy. & treas.; F. A. Bielak, chief prod. engr.; B. J. Johnson, gen. mgr., furniture div.; E. Gutzman, chief tool engr.; K. Skelly, pur. agt.

UPHOLSTERY LEATHER GROUP, INC., 141 E. 44th st., New York 17, N. Y. Genuine leather for upholstery. Paul R. Copeland jr., exec. vice-pres.; William G. Wall, auto. dir., Fisher bldg., Detroit. **Adv. Agcy.** — Benton & Bowles, 444 Madison ave., New York, N. Y.

USEFUL PRODUCTS CO., 112 East 23rd st., New York 10, N. Y. Auto accessories: Hookar car hanger, karstrap, keylok key holder, key labels, kombo 2-way key tag, tri-vex rear view safety mirror. I. V. Kramer, gen. mgr.; O. M. Wellish, sales mgr.

V

VACO PRODUCTS CO., 317 E. Ontario st., Chicago 11, Ill. Mfg. screw drivers, nut setters, solderless terminals. Harry Silverstein, pres.; Alvin E. Shugarman, exec. vice-pres.; James T. Pettingell, vice-pres.; Roy Vetzner, sales mgr.; S. D. Pollack, treas., pur. mgr.; G. Kapsis, credit mgr.; Kenneth Swarthout, engr.; C. Lohness, works mgr. **Adv. Agcy.**—Kencliff-Breslich Co., 221 N. LaSalle st., Chicago, Ill. Herman Breslich, acct. exec.

VALVOLINE OIL CO., Div. of Ashland Oil & Refining Co., Freedom, Pa. Complete line of petroleum products. Earle M. Craig, chmn. of bd.; R. S. Blazer, vice-chmn. of bd.; Everett F. Wells, pres.; Harry I. Johnston, exec. vice-pres.; H. J. Dunmire, vice-pres. in chge. of bulk sales; G. W. Wallace, asst. mgr. of sales; R. C. Withrow, mgr. of rust preventive sales; R. L. Saller, tech. dir.; D. A. Smith, chief chemist, grease div.; E. A. Parker, traf. mgr.; R. D. Baughman, adv. mgr.; W. J. Heidt, mgr., Atlantic div., New York; J. H. Garlough, vice-pres. and mgr., Cent.-West div., Cincinnati; Dudley Tucker, R. M. Reid, co-mgrs., English div., Liverpool; B. H. Morris, vice-pres. and mgr., Foreign div., New York; H. M. Hart, vice-pres. and mgr., Galena div., Cincinnati; Amos Corgiat, mgr., Pacific div., Los Angeles; C. M. Mohr, mgr., Freedom div., Freedom, Pa.; S. M. Burnam, secy.; E. W. Seaton, treas.; J. W. Jewell, asst. secy.; G. E. Duerr, disbursement agt.; J. L. Blount, supt. of Freedom refinery; G. J. Rozman, research dir.; W. E. Dunning, ind. rel. **Det. Rep.**—D. Johnson, Box 4178, Gratiot sta., 1900 E. Warren ave., Detroit. **Adv. Agcy.**—James Stewart Agency, Carnegie, Pa.

VAN AUKEN, INC., West Lafayette, O. Grille and trunk guards. J. B. Montgomery jr., pres.; D. E. Williams, sales mgr.; O. D. Ostler, sales correspondent; Howard Jenkins, chief engr.

VAN BERGER & GREENER, INC., 1619 N. Hoyne ave., Chicago 47, Ill. Parts for shock absorbers and starter drives, rebuilt starter drives, carburetors, shock absorbers, distributors, fuel pumps, generators, regulators, starters, armatures, clutch covers and discs, bonded brake shoes, water pumps, brake cylinders, starter solenoid switches. Wm. G. Weldon, pres.; C. L. Redden, vice-pres.; C. L. Redden, secy.; Wm. Smetak, treas. **Adv. Agcy.**—J. H. Kennedy, 201 N. Wells st., Chicago, Ill.

VAN BRODE SALES CO., INC., Clinton, Mass. Sub.: Van Brode Milling Co., Kant-Ker Rode battery hold downs, state approved plastic tail and parking light lenses for passenger cars and trucks, plastic battery bolt wingnut and washer sets, plastic battery terminal covers and acid neutralizing tray. David Brody, pres.; Eric Fritsch, vice-pres.; Sid Coleman, sales mgr.

VAN NORMAN AUTOMOTIVIE EQUIPMENT CO., 3640 Main st., Springfield 7, Mass. Crankshaft regrinders, camshaft grinders, boring bars, cylinder honers, valve refacers, cylinder head grinders, pressure plate grinders, piston grinders, brake drum lathes, pin fitting and connecting rod reconditioning machines, milling machines, ball race, centerless, and cylindrical grinders. S. F. Greer, pres.; F. P. Healy, vice-pres., chief engr.; T. W. Baush, vice-pres., export sales mgr.; L. W. Meisner, asst. treas.; P. D. Moulton, vice-pres., gen. sales mgr.; R. W. Handel, pur. agt. **Det. Rep.**—Ken F. Boomer.

VANETTE DIV., Universal Sales, Inc., Delaware, O. All steel bodies, Dor-Tu-Dor and parcel delivery for Ford chassis. G. W. Way, pres.; J. D. Burke, vice-pres., sales mgr.; Harry Humes, secy.-treas. **Adv. Agcy.**—Howard Swink Advertising Agency, Inc., Marion, O. Paul Kohler, acct. exec.

VANTOOL, INC., 139 N. 22nd, Philadelphia 3, Pa. Brake drum lathes. Alfred Leith, gen. mgr. **Adv. Agcy.**—W. Wallace Orr, Inc., Philadelphia, Pa. W. Wallace Orr, acct. exec.

VAPOR HEATING CORP., 80 E. Jackson, Chicago, Ill. Steam generators, bus and CTA car heating systems. A. D. Bruce, pres.; L. H. Gillick, vice-pres., sales; W. C. Keeran, vice-pres., prod.; G. F. Westwood, secy.; D. W. Fox, treas.; V. T. Borst, asst. secy. and asst. treas. **Adv. Agcy.**—William Hart Adler, Inc., Chicago, Ill. W. H. Adler, acct. exec.

VARIETY STAMPING CORP., 12695 Elmwood ave., Cleveland 11, O. Metal stamping, transmission, engine and body parts. Wallace F. Ardussi, pres.; Sterling Farmer, vice-pres.; Harry Jones, asst. gen. mgr.; Robert Jennings, works mgr.; Franklin Regener, sales mgr.; Ray Trend, pur. agt.

VARNEY METAL PROCESSING CO., Jefferson Tool & Machine Co., div. and Jefferson Engineering & Mfg. Co., div., 269 Walker st., Detroit 7, Mich. Designing and building special machines, broaching and screw machine products, general machining, assembly and heat treating. B. F. Fohrman, pres.; A. W. Hougland, vice-pres.; G. W. Couls, sales mgr.; W. E. Donohoe, chief engr.; A. E. Gilbert, pur. agt.

VEEDER-ROOT, INC., 20 Sargeant, Hartford 2, Conn. Odometers, hubodometers, numerous types of counting, indicating, controlling, recording and computing instruments, die castings. John H. Chaplin, chmn. of bd.; Harvey L. Spaunburg, pres.; Arthur E. Kallinich, vice-pres. (catalog sales); David J. Post jr., vice-pres. (special sales); Charles F. Pendlebury, treas. and asst. secy.; Andrew J. Rebmann, 2nd vice-pres. and secy.; Rodney F. McKeen, works mgr.; George L. Logan, sales mgr. (catalog); Charles E. Smith, asst. sales mgr. (catalog); John J. Brannick, sales mgr. (special); Henry W. Barnes, asst. sales (special); Gustave L. Manke, chief engr.; Raymond H. Bond, chief buyer; Harley L. Blodgett, traf. mgr.; Leon J. Dunn, pub. rel. dir. **Det. Rep.** — William M. MacGillivery, rm. 506 Curtis bldg., Detroit 2. **Adv. Agcy.**—Sutherland Abbott, Boston, Mass. Joel Squier, acct. exec.

VEET INDUSTRIES, 25753 Groesbeck hwy., East Detroit, Mich. Speed-O-Graph automatic follow-up control system, dealers' steel cabinets, production machinery, tools and parts. Robert C. Veet, pres.

VELLUMOID CO., 54 Rockdale, Worcester 6, Mass. Sheet packing, gasket material, non-metallic gaskets. R. D. Seamans, chmn. of bd.; L. Wald, pres. and gen. mgr.; T. G. O'Neil, vice-pres. and gen. sales mgr.; P. C. Beals, treas.; D. C. Lindstrom, W. Zitowitz, factory supts.; C. P. Booraem, pur. agt. **Det. Rep.**—C. J. Cazabon, 18481 Fairport ave., Detroit 5. **Adv. Agcy.**—Cooney & Conner, 288 Main st., Worcester, Mass.

VELVAC, INC., 3530 W. Pierce st., Milwaukee 15, Wis. Air and vacuum power braking equipment for commercial trucks, tractors and trailers. Truck mirrors. Waller Carson jr., gen. mgr.

VEN CORP., 2828 Newell st., Los Angeles 39, Calif. Tailgate loaders. W. K. Vogel, pres., E. W. Neeb, vice-pres.

VERNON CHEMICAL & MFG. CORP., 151 Mt. Vernon ave., Mt. Vernon, N. Y. Pressure sensitive tapes, Black Wizard masking tape, vinyl plastic tape, fiberglass reinforced tapes, waterproof cloth tapes. Marc L. Lawson, pres., sales and adv. mgr.; Joseph T. Finn, gen. mgr., pur. agt. **Det. Rep.**—Amster Heiser Co., 11814 Buckeye rd., Cleveland, O. **Adv. Agcy.**—Al Behar, Westport, Conn.

VERSNICK MFG. CO., INC., U. S. hwy. 41 N., Madisonville, Ky. Cylinder sleeves, Met-L-Seal, valve port sleeves, taper plugs, circulating equipment, tools and equipment for installing above block repair items. Henry C. Versnick, pres., treas. and gen. mgr.; Henry Versnick jr., vice-pres., production mgr.; Frank V. Versnick, secy., bus. mgt. dir., adv. and sales mgr.; E. E. Eshler, pur. agt.; G. Griffin, traf. mgr. **Det. Rep.**—Bernard G. Golden, 29700 13 Mile rd., Farmington, Mich. **Adv. Agcy.**—Dudgeon, Taylor and Bruske, Detroit, Mich.

VIBRADAMP CORP., P. O. Box 570, Jackson, Mich. Sound deadening compounds, sealing compounds, protective coatings, underbody coating, caulking materials, windshield and other specialty sealers. J. W. Mortell, chmn. of bd.; John E. Mortell, pres., gen. mgr.; James F. Mortell, vice-pres., asst. gen. mgr.; John A. Corboy, secy.-treas.; John E. Lindberg, asst. secy.-treas.

VICKERS, INC., Div. of Sperry Rand Corp., Administrative and Engineering Center, Detroit 32, Mich. Mobile products; pumps, steering boosters, control valves, passenger car steering pumps. K. R. Herman, pres.; James F. Forster, exec. vice-pres.; W. K. Allen, vice-pres., prod.; F. T. Harrington, vice-pres., sales; N. E. Edlefsen, vice-pres. and dir. of engrg.; R. E. Each, gen. sales mgr.; R. C. Conner, gen. mgr., Mobile Hydraulic div.; A. M. Lane, Mobile Hydraulic div., gen. sales mgr.; R. M. McCabe, vice-pres., pur.; John Baer, sales mgr., auto prod. dept.; E. J. Doucet, adv. mgr.; G. McKeown, mgr. prod. serv. dept. **Adv. Agcy.**—Witte and Burden, Detroit, Mich.

VICKERS ELECTRIC DIV., Vickers, Inc., a unit of Sperry Rand Corp., 1815 Locust st., St. Louis 3, Mo. Magnetic-particle clutches, magnetic-particle

(Continued on Page 262)

A Digest reader picks up and reads his copy of the magazine on 5.3 different days. With 32 million readers per issue, this means 168 million "exposure days"—opportunities to get your message read!

any other magazine. And among two-car families the Digest coverage is equally impressive. There are more than 18 million people in families who own *more than one car*. And 32% of these people are Digest readers!

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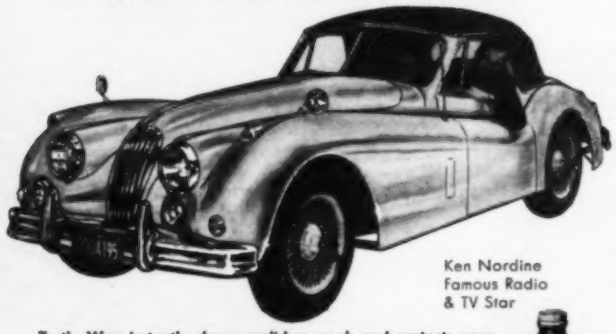

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Who's Who in the Auto Industry

(Continued from Page 261)

brakes, selenium rectifiers, magnetic amplifiers, control systems, DC arc welders (rectifier), DC power supplies, photoelectric cells, other electrical components. F. G. Logan, vice-pres., gen. mgr.; J. I. Cornell, works mgr.; J. H. Garwood, asst. gen. mgr., sales mgr.; A. A. Reagan, adv. mgr.; L. W. Buechler, chief engr.; E. J. O'Connor, pur. agt. **Det. Rep.**—S. A. Burleigh, 18353 W. McNichols, Detroit 19. **Adv. Agcy.** — Batz-Hodgson-Neuwoehner Adv. Agency, St. Louis, Mo. C. A. Hodgson, acct. exec.

VICTOR MFG. & GASKET CO., 5750 Roosevelt rd., Chicago 50, Ill. Gaskets, oil seals, sheet packings. John H. Victor, chmn. of bd.; Geo. E. Victor, pres.; W. D. Neathery, secy.-treas.; O. W. Clifton, exec. vice-pres.; Edward Gammie, vice-pres. in chge. of replacement sales; M. L. Liston, asst. replacement sales mgr.; G. T. Underhill, vice-pres. in chge. ind. sales; A. J. Aukers, mgr., ind. sales; B. S. Barrett, dir. of pur.; J. Regis, traf. mgr. **Det. Rep.**—G. E. Scott, 5-152 General Motors bldg. **Adv. Agcy.**—Buchen Co., Chicago, Ill.

VICTRA CORP., 2200 South Niagara, Saginaw, Mich. Plastic sun visors, stainless steel products. Victor L. Jacobs, pres. and treas.; Ralph R. Leland, vice-pres.; Roland Montgomery, secy. and mgr. **Det. Rep.**—Dwight M. Nelson, Inc., 1410 Fisher bldg., Detroit. **Adv. Agcy.** — Bradford-LaRiviere, Inc., Saginaw, Mich. Stewart Bradford, acct. exec.

VIRGINIA FIBRE CORP., Petersburg, Va. Nylo-Saran for furniture upholstery, Sara-Quilt puffed saran and saran for automotive use. Nathan Feinstein, pres.; Lawrence A. Marsden, vice-pres., and sales mgr.; James Clontz, secy.; William Feinstein, treas.; John Jackson, gen. mgr. and asst. sales mgr.; LeRoy Maine, works mgr.; Sol Sackel, adv. mgr. **Det. Rep.**—H. H. Schultz Co. **Adv. Agcy.**—The Sackel Company, Inc., Boston, Mass.

VISCO-METER CORP., 315 Grote st., Buffalo 7, N. Y. Visco-Meters, contract packaging per gov. and commercial requirements. W. A. Clare, pres.; C. D. Jones, vice-pres.; J. Beverly, sales mgr.; James P. Cassidy, works mgr. **Adv. Agcy.**—Comstock & Co., Buffalo, N. Y. Earl Close, acct. exec.

VISILITE CORP., 1905 N. Michigan ave., Saginaw, Mich. Plastic inside visors and lever lites. William Holmes-Shaw, pres. and gen. mgr.; G. G. Holmes-Shaw, secy. **Adv. Agcy.** — Bradford-LaRiviere, Saginaw, Mich.

VISIONADE MFG. CO., INC., 641 Lexington ave., Brooklyn 21, N. Y. Flexible plastic visors for front windshields and rear windows. Outside and inside rear view mirrors, back rests, posture rests. Henry I. Sobel, gen. mgr.; Milton Sobel, works mgr.; Albert Rothgart, sales mgr. **Det. Rep.**—John J. Gallagher, 307 Pasadena blvd., Toledo 12, O.

VISIRECORD, INC., 801 2nd ave., New York 17, N. Y. Visible vertical record keeping, multiple posting machine, punched tape filing, Integrated Data Processing Systems. Herbert Weston, pres.; John Reid Topping, vice-pres., secy.; Paul S. Nevin, vice-pres.-treas.; G. W. Dick, dir. mktg.; C. C. Raber, mgr. sales dept.; John G. Harms, contr.; Gil Anderson, works mgr.; Ronnie Proulx, plant supt. **Det. Rep.**—VISIrecord Distributing Co., 605 Park ave. bldg., 2011 Park ave., Detroit 26. **Adv. Agcy.**—Ashe & Englemore Advertising, Inc., 244 Madison ave., New York, N. Y. Hiram Ashe, asct. exec.

VISORS, INC., 2200 S. Niagara st., Saginaw, Mich. Sunban safety visor, dual headlight adaptor kits. Victor L. Jacobs, pres., gen. mgr.; J. E. Manning, M.D., vice-pres.; Glenn M. Beach, secy.; S. G. Ellis, treas.; Leo L. Purple, works mgr.; E. K. Stearns, Sales mgr.; S. E. Barlow, chief engr. **Det. Rep.**—Kenneth Associates, 18450 Livernois, Detroit 21. **Adv. Agcy.**—Bradford-La Riviera, Inc., Saginaw, Mich.

VLCHEK TOOL CO., 3001 E. 87th st., Cleveland 4, O. Forged hand tools, small forgings, molded plastics. E. C. Koster, pres. and treas.; L. F. Storie, vice-pres., secy.; D. A. Cummings, works mgr.; Edwin Krall (tools), Roscoe Imhoff (plastics), sales mgrs.; George Pokorny, office sales mgr.; Fred. Voegele, chief engr.; F. J. Tkach, pur. agt. **Adv. Agcy.**—Bayless-Kerr Co., Cleveland, O. Horace Kerr, acct. exec.

VOGT. MFG. CORP., 100 Fernwood ave., Rochester 21, N. Y. Automotive textile and extruded plastic trim products. Raymond A. Lander, chmn. of bd.; Louis S. Foulkes jr., pres.; Raymond A. Lander jr., vice-pres.; Roy J. Lingg, secy.-treas.; Edward R. Straight, works mgr.; Frederick L. Walton, sales mgr.; Porter M. Ramsay, pur. agt.; John W. Horner jr. traf. mgr. **Det. Rep.**—Frederick L. Walton, 630 Lycaste ave., Detroit.

VOGUE RUBBER CO., 1935 So. Indiana ave., Chicago 16, Ill. Premium tires and tubes. Loyd O. Dodson, pres. and gen. mgr.; Joel D. Fischer, vice-pres. and sales mgr.; A. Barry, secy.; Warren L. Dodson, treas.; R. S. Russell, pur. agt. **Det. Rep.**—Houston Bros. (Distributors), 15515 E. Warren, Detroit. **Adv. Agcy.**—W. B. Geissinger & Co., Inc., Los Angeles, Calif. Robert Williams, acct. exec.

VOKAR CORP., 7300 Huron River dr., Dexter, Mich. Subminiature I.F. transformers, R.F. and I.F. coils and chokes, vacuum impregnation with oil or wax; subminiature wire wound resistors; auto radio vibrators, power packs, choppers, filter assemblies, rotary switches, relays, panelboard and control box assemblies, current interrupters for auto turn indicators and auto tail light warning indicators. Ralph H. Card, pres.; W. F. Cairns jr., vice-pres. and gen. mgr.; R. G. Dailey, vice-pres., sales mgr.; Carl C. Hopper, chief engr.; Frank H. Wilke, consulting engr.; James E. Lau, treas. and secy.; Lloyd C. Alban, pur. agt.; O. I. Nelson, serv. mgr.; Joseph Plasencia, Inc., export agts.

VOLKSWAGEN OF AMERICA, INC., 476 Hudson Terrace, Englewood Cliffs, N. J. Branch office: 2 Pine st., San Francisco 11, Calif. Sole importers of Volkswagen automobiles, transporters and spare parts. Will W. van de Kamp, mgr. dir., N. J. office; Gottfried H. Lange, mgr. dir., Calif. office.

VOLTZ BROS., INC., 2520 S. Indiana ave., Chicago 16, Ill. Stur-dee fender and grille guards for trucks, truck bodies and trailers. E. W. Lager, pres.; C. J. Bredemann, vice-pres. **Adv. Agcy.** — Bachrodt, Newell, Okane & Gano, Chicago, Ill.

VULCAN MOTOR PRODUCTS, INC., 1060 Broad st., Newark 2, N. J. Ignition, electrical service parts, generator, starter and voltage regulator parts, speedometer cables and assemblies, complete distributors and repair parts, vacuum chambers, pulleys, brushes and bushings. Samuel Greene, pres., gen. mgr.; Albert C. Greene, secy., sales mgr.; J. Henry Staub, treas., works mgr.; Alfred Greene, adv. mgr.; S. Greene, pur. agt.

VULCAN RUBBER PRODUCTS CO., 54 Worth st., New York 13, N. Y. Neoprene coated nylon for all covering purposes. J. H. Wyatt, sales mgr.; Langley Isom, product mgr.; Donald Sheldon, pub. rel. mgr. **Det. Rep.**—Ray Lapierre, 785 N. Howard ave., Akron, O. **Adv. Agcy.**—Gotham Adv., 342 Madison ave., New York, N. Y. Joseph T. Slone, acct. exec.

W

W & M PRODUCTS CORP., 13650 Ten Mile rd., East Detroit, Mich. Automobile sound deadeners, body sealers, chassis paints, rust preventives, government spec. dipping wax, car undercoating. G. R. Widger, pres., gen. mgr. and pur agt.; E. J. Stabler, vice-pres.; C. E. Macdonald, secy.-treas. and sales mgr.

WADE ELECTRIC PRODUCTS CO., 211 Jacob st., Sturgis, Mich. Line connectors, spade type; terminal and junction blocks; spade, fork and eye terminals in coils or bulk for electric cable; headlight connectors; rotary and snap-in sockets; light switches; dome, tail and back-up lamp sockets; equipment for attaching terminals to wires. Chas. E. Wade, pres. and gen. mgr.; N. O. Kirkby, asst. to pres.; Jasper Long, vice-pres. and chief engr.; J. L. Whitmer, asst. treas. and contr.; E. C. Altvater, secy.; Roger F. Ort, prod. mgr.; Alden W. Peterson, sales mgr.; C. C. Jorn, asst. sales mgr.; R. L. Driver, pur. agt.; Stanley Killian, master mechanic.

WAGNER ELECTRIC CORP., 6400 Plymouth ave., St. Louis 14, Mo. Lockheed hydraulic brakes and parts, brake fluid, CoMax brake lining, air brakes and parts, tools and equipment, tachographs, NoRol, electric motors, transformers, industrial bridgebrakes. J. H. Devor, pres.; F. F. Simon, vice-pres.; G. W. Brown, vice-pres.; F. N. Felton, vice-pres., sales; E. G. Holtzman, secy.-treas.; R. H. Hackett, gen. supt.; J. R. Rose, sales mgr.; L. C. Dobrunz, adv. and sales prom. mgr.; H. H. Brandenburger, serv. parts acc. mgr.; H. S. Garrett, dir. of pur.; E. F. Wallace, chief engr.; J. Hardy, traf. mgr. **Det. Rep.**—W. S. Rigby, 6050 Cass ave. **Adv. Agcy.**—A. R. Mogge, Inc., Chicago, Ill.

WAGNER SIGN SERVICE, INC., 216-226 So. Hoyne ave., Chicago 12, Ill. Wagner changeable copy display, letters and mounting equipment. Erwin Wagner, pres.; R. Wohlberg, adv. mgr. **Det. Rep.**—Glen Kuehnle, 2048 Warren st., Toledo 2, O. **Adv. Agcy.** — Wendt Advertising Agency, Toledo 4, O.

WALCO PRODUCTS, 1077 Pembroke st., Bridgeport, Conn. Stazon shop and service covers for automotive service departments. W. Brewster Coley, gen. mgr.; John J. Banks, adv. mgr.; H. E. Liefeld, eastern sales mgr.; David E. Smith, southern sales mgr.; Godfrey Weidlich, western and central sales mgr.

WALDES KOHINOOR, INC., 47-16 Austel pl., Long Island City 1, N. Y. Retaining rings, retaining ring pliers. S. Waldes, pres.; H. Waldes, vice-pres.; G. Waldes, vice-pres., secy.; Jack Cooperman, treas.; B. Brozek, works mgr.; H. F. Bower, sales mgr.; J. Bloom, adv. mgr.; O. Kolbert, tech. adviser in chge, engrg.; H. Van Cleaf, pur. agt. **Det. Rep.** — D. J. Clifford, 404 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.** — Grey Adv. Agency, New York 1, N. Y. H. Newman, acct. exec.

WALKER BROTHERS, Conshohocken, Pa. Automotive battery cable, primary wire, spark plug sets, ignition wire, booster cable, trailer lead cord, etc. A. M. Callanan, pres.; C. A. Dougherty, treas.; W. F. Hogan, sales mgr.; W. H. Taylor, adv. mgr.; Donald H. Wiese, pur. agt. **Adv. Agcy.**—Hunker and Dixon, 433 Merchants Bank bldg., Indianapolis 4, Ind.

WALKER & CO., 88 Custer, Detroit 2, Mich. Automobile dealer identification signs; electric displays (signs), neon, and outdoor advertising. Clarence D. Blessed, pres.; Thomas F. Wolcott, George V. Brandt, vice-presidents; Lee A. Kremer, secy.; Evan P. Bayne, treas.

WALKER MFG. CO. OF WISCONSIN, Racine, Wis. Portable and service jacks (hydraulic and mechanical); exhaust silencers and pipe; hydraulic jack oil; penetrating oil; oil filters and cartridges. James S. Allan, chmn. of the bd.; Rea I. Hahn, pres.; Thomas B. Earle, vice-pres., treas.; Wm. Jasperson, sales mgr. orig. equip.; Wayne Rapp, sales mgr. wholesale; T. Faxon Hall, vice-pres., prom. adv. mgr.; Randall Snow, asst. sales prom. mgr.; Mel Holland, serv. mgr.; Walter Shoff, dir. of pur.; Less Coffin, pur. agt.; Roger Lange,

(Continued on Page 263)

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Who's Who in the Auto Industry

(Continued from Page 262)

traf. mgr. **Adv. Agcy.**—Keeling & Co., Indianapolis, Ind. Ray Sweeney, acct. exec. Aitkin-Kynett Co., Philadelphia, Pa. (filter div.), M. E. Goldman, acct. exec.

WARD BODY WORKS, INC., 807 Harkrider, Conway, Ark. School and transit buses. D. H. Ward, pres.; J. C. Eaton, gen. mgr.; Bertha E. Ward, secy.-treas.; Emil Thornton, works mgr.; E. O. Ryan, chief engr.; George R. Evatt, pur. agt.; Fred Simpson, parts and acc. mgr.; W. D. Norman, sales mgr.; Lee Roy Summers, traf. mgr.

WARD LaFRANCE TRUCK CORP., Elmira, N. Y. Motorized fire apparatus and special commercial trucks. F. N. Tracy, exec. vice-pres.; John J. Moser, vice-pres.; E. M. Craig, dir. of prod.; R. S. Krause, chief engr.; J. F. Dando, mgr., prod. develop. div.; A. R. Norton, plant supt.; El L. Decker, sales mgr.; B. W. Lewis, N. Y. branch sales mgr.

WARD PRODUCTS CORP., Div. of Gabriel Co., General Offices, 1148 Euclid ave., Cleveland 15, O. Factory address: Ashtabula, O. Radio and television antennas. L. W. Klein, vice-pres. chge. of sales. **Adv. Agcy.**—Fuller and Smith and Ross, Inc., Cleveland, O.

WAREHOUSE DISTRIBUTING CO., 3810 N. 19th st., Philadelphia 40, Pa. Blok seal, spark plug cleaning compounds, radiator stop leaks, ignition sealers, windshield wiper hose, shock and knee action oils, headlamp gaskets, cork gaskets, head and head gasket sets, shellac, penetrating and hydraulic jack oils, car wash, fabric and white wall tire cleaners, brake fluids. Samuel Haisfield, pres. and pur. agt.; B. Haisfield, secy.-treas.; Charles A. Murland, sales mgr.; Eugene I. Paul, works and parts and acc. mgr.; Robert Luke, traf. mgr. **Adv. Agcy.**—H. Arthur Engleman, Philadelphia, Pa.

WARN MFG. CO., INC., 18821 Pacific Highway S., Seattle 88, Wash. Conversion hubs for 4-wheel drive vehicles, Willys Jeep, 4-wheel drive pick-up, station wagon, Dodge power wagon and army surplus Dodge. Arthur M. Warn, pres.; W. E. Skrinde, vice-pres.; Sadie L. Warn, secy.; Thurston L. Warn, sales mgr. **Adv. Agcy.**—Gail Advertising Agcy., Seattle 1, Wash.

WARNER AUTOMOTIVE PARTS DIV., Borg-Warner Corp., S. Wayne st., Auburn, Ind. Automotive replacement parts, ring gears and pinions, differential cases and parts, transmission gears, gear box assemblies, etc. Spencer H. Mieras, pres., gen. mgr.; D. C. Hamilton, vice-pres.; J. K. Tully, secy.; R. W. Lumm, treas.; J. E. Hunt, factory mgr.; F. K. L. Johnson, industrial sales mgr.; M. R. Seavers, replacement parts sales and traf. mgr.; H. A. McAninch, vice-pres. engrg.; J. J. Rountree, dir. of pur.; J. C. Crooks, plant engr.

WARNER ELECTRIC BRAKE & CLUTCH CO., Beloit, Wis. Electric brakes and clutches for transportation and industry. Steven P. J. Wood, pres.; M. Divine, secy.-treas.; Arthur Meyer, vice-pres., mfg. research; J. George Oetzel, vice-pres., engrg. research; James Mason, mgr., research; R. F. Edgar, mgr., mktg.; **Automotive div.:** King DeSeve, vice-pres., gen. mgr.; E. T. Scott, gen. sales mgr.; Jack Wilkinson, adv. and sales prom. mgr.; Charles Modersohn, engrg. mgr.; R. A. Leindorf, pur. mgr.; K. Van Kampen, mfg. mgr.; **Industrial div.:** Norman K. Anderson, vice-pres., gen. mgr.; Roger Brown, sales mgr.; Donald McComb, adv. mgr.; Gail Beyer, sales prom. mgr.; Wesley Timmcke, engrg. mgr. **Adv. Agcy.**—Howard H. Monk & Associates, Rockford, Ill. Jack Glynn, acct. exec.

WARNER GEAR DIV., Borg-Warner Corp., 1106 E. Seymour st., Muncie, Ind. Passenger car transmissions, truck transmissions, automatic torque converter transmissions, overdrive units, transfer drive transmissions, synchronizer assemblies, parking brake assemblies, automotive gears. E. S. Russey, pres. and gen. mgr.; J. C. Oesterle, vice-pres. and asst. gen. mgr.; F. M. Tubey, secy.-treas.; W. H. Cortwright, vice-pres., works mgr.; Charles F. Powers, serv. sales mgr.; Palmer Orr, chief engr.; R. W. Wayman, develop. engr.; L. A. Black, dir. of pur.; D. Bickel, traf. engr.; R. B. Whinrey, office mgr., pub. rel.; S. G. Gregory, labor rel. dir.; L. T. Druck, pur. agt. **Det. Rep.**—R. R. Roiph, 7-233 General Motors bldg. **Adv. Agcy.**—Bob Robinson, Inc., Muncie, Ind.

WARNER-PATTERSON CO., 920 S. Michigan ave., Chicago 5, Ill. Liquid solder, liquid radiator cleaner, Radiator Dry Cleaner, cooling system protector and water pump lubricant, block repair, new speed flush. A. P. Warner, chmn. of bd.; J. H. Catten, pres., gen. mgr.; M. J. Phillips, vice-pres.; L. P. Warner, secy.; R. M. McNeily, treas., sales mgr.; I. J. Fox, mgr., merchandising and market development; I. J. Bialek, traf. mgr. **Adv. Agcy.**—George H. Hartman Co., Chicago, Ill.

WARNER AND SWASEY CO., Duplex Div., Lansing 4, Mich. Heavy duty motor trucks, gasoline and Diesel engine-driven generating sets. H. L. Walker, vice-pres. and gen. mgr.; G. L. Hagren, engr.; H. V. Bryan, pur. agt.; Glen P. Shaw, serv. mgr.; W. F. Cook, asst. gen. mgr.

WASHMOBILE, 276 Halsey st., Newark, N. J. Auto washing equipment. Bernard Budish, pres.; Wm. C. Koppel, vice-pres.; J. Vani, chief engr.; Max M. Fruchter, treas.; A. Malpede, pur. agt.; M. Bastien, traf. mgr. **Det. Rep.**—C. E. Kirk, 1030 Tenney ave., Dearborn, Mich. **Adv. Agcy.**—Gaskill & Johnson Advertising, Ltd., Newark, N. J. Morton J. Weinstein, acct. exec.

WASSELL ORGANIZATION, INC., Westport, Conn. Visual control system, rotary record and correspondence housing, visible record equipment. F. Lloyd Wassell, chmn. of bd.; G. W. Wassell, pres.; C. F. Wood, pur. agt. **Det. Rep.**—Arthur Bugbee, Wassell Detroit Co., 16240 James Couzens hwy. **Adv. Agcy.**—James R. Flanagan Adv. Agcy., New York, N. Y.

WATKINS-DUNN CO., INC., 259 Amherst st., Buffalo 7, New York. Motor truck bodies, van type; dump bodies and hoists, welded steel assemblies. Ralph J. Dunn, pres.; Theodore Shamp, vice-pres.; Carl Schlex, secy.-treas.

WATSON CO., H. S., 1316 67th st., Emeryville, Calif. Auxiliary transmissions, power take-offs. H. S. Watson, pres.; Frank M. House, vice-pres., gen. mgr.; R. S. Pershing, sales mgr.; Mark Anthony, asst. sales mgr., adv. mgr.; C. Stenberg, pur. agt.; Dan Dowrick, serv. mgr.; Geo. Galloway, northeast mgr.; Oliver Bosbyshell, southeast mgr.; Ray Terrill, north central mgr.; P. L. Gassaway, south central mgr.; Joseph O'Keefe, northwest mgr.; William Hessin, southwest mgr.

WATSON CO., JOHN WARREN, 1924 Hunting Park ave., Philadelphia 40, Pa. Impregnated fabric and paper for body cab, radiator and engine mountings; hood-lacing and leaf spring inserts; lubricant coating pencils. John W. Watson, pres., chief engr.; R. A. Watson, vice-pres., secy.-treas., gen. mgr.

WAUKESHA MOTOR CO., St. Paul ave., Waukesha, Wis. Internal combustion engines and units. J. E. DeLong, pres., gen. mgr.; L. L. Bower, chief engr.; C. E. Nelson, secy.-treas.; A. Herzberg, gen. supt.; J. G. Swain, vice-pres.; F. C. Schulze, sales mgr.; H. J. Lemmer, adv. mgr.; O. Pedersen, serv. mgr.; H. Loebl, distrib. serv., sales; L. F. Whisler, pur. agt.; H. Eckert, traf. mgr. **Adv. Agcy.**—Cramer-Krasselt Agency, Milwaukee, Wis. Carl Brehm, acct. exec.

WAUSAU MOTOR PARTS CO., 1007 Harrison blvd., Wausau, Wis. Piston rings, valve seat inserts. G. C. Landon, pres., gen. mgr.; Don J. Horkan, vice-pres. and asst. gen. mgr.; J. S. Landon, treas.; R. P. Tinkham, secy.; B. K. Konkol, asst. secy.-treas.; W. F. Schmeling, replacement sales mgr.; Glenn Aschbrenner, works mgr.; I. H. Gisseiman, pur. agt.

WAVERLY PETROLEUM PRODUCTS CO., 1724 Chestnut st., Philadelphia 3, Pa. Oils and greases, oil and grease absorbent. Edw P. Frankel, pres.; Earl Scott, secy.-treas.; E. W. Coogan, sales mgr. **Det. Rep.**—William A. McLaughlin, Detroit, Mich. **Adv. Agcy.** — Thomas R. Sundheim Advertising, Philadelphia, Pa.

WAYNE CHEMICAL PRODUCTS CO., Copeland st. and M.C.R.R., Detroit 17, Mich. Rust preventive oils and coatings, lubricants, paste solder, cleaners, cutting and grinding oils, spray booths. Edgar G. Behr, pres., gen. mgr.; Karl G. Behr, vice-pres.; Warren C. Dilloway, secy.; George E Sullivan, treas.

WAYNE PUMP CO., 124-134 W. College ave., Salisbury, Md. Gasoline dispensing pumps, air compressors, hose reels, automotive hoists and indus. lifts. W. H. Bateman, pres.; C. F. Bateman, B. A. Dean, A. E. Allen, vice-presidents; W. T. Thornton jr., secy.-treas.; T. F. Breen, serv. mgr.; C. E. Bounds, pur. agt. **Det. Mgr.**—M. J. Vieriing, 1627 W. Fort st. **Adv. Agcy.**—A. E. Aldridge Assoc., 1616 Walnut st., Philadelphia 3, Pa. A. E. Aldridge, acct. exec.

WAYNE WORKS, INC., 1500-1700 North "F" st., Richmond, Ind. School bus and motor coach bodies. Harold Drimmer, chmn. of the bd.; Newton Glekel, pres.; F. W. Hail, exec. vice-pres. and gen. mgr.; I. G. Brown, vice-pres. and gen. sales mgr.; Holmes Collins jr., dir. of pur. and asst. gen. mgr.; Robert B. Kurre, dir. of engrg.; Richard O. Thomas, eastern sales mgr.; John M. Eggemeyer, western sales mgr.; M. C. Jordan, asst. sales mgr.; E. L. Walters, contr.; Herschel J. Millet, plant supt.; Richard M. Stephenson, mgr. of spec. products div.; Harold Koehler, serv. mgr.; Dudley F. Starr, adv. and sales prom. mgr.; Gilbert Mase, production control mgr. **Adv. Agcy.**—Ruben Advertising Agency, 966 North Meridian st., Indianapolis, Ind.

WEATHERHEAD COMPANY, 128 W. Washington blvd., Ft. Wayne, Ind. Tube fittings, flexible hose assemblies, dash controls, drain and shut-off cocks, valves, accessories and screw machine parts for automotive products. Albert J. Weatherhead jr., pres.; James M. Baker, vice-pres. and gen. mgr.; Mario R. Funari, treas. and contr.; Clayt Ehlert, pur. agt.; Wm. Hertel, chief engr.; Bob Carpenter, chief research engr.; M. J. Kaufman, works mgr.; A. S. Wade, sales mgr. OEM Div.: G. P. Robers, sales mgr. distr. div.; F. A. Knapp, adv. dir. **Det. Rep.**—C. S. Johnson, 923 Fisher bldg., Detroit, Mich.

WEAVER MFG. CO., 2171 E. 9th st., Springfield, Ill. Headlight testers, brake testers, alignment testers, front end equipment, jacks, lifts (automotive, truck and bus), shop service equipment, wheel dollies. I. A. Weaver, pres.; E. A. Costa, exec. vice-pres., treas., gen. mgr. and bus. mgt. dir.; H. G. Becker, supt.; John M. Carroll, secy.; E. C. Henning, domestic sales mgr.; E. V. Eastman, adv. mgr.; Ruel Logan, gen. sales super.; G. A. Rudin, serv. mgr.; W. A. Ross, chief engr.; O. W. Ellis, pur. agt.; H. G. Hogan, traf. mgr.; J. S. Greenleaf, per. mgr. **Det. Rep.**—A. W. Ray, 9364 E. Outer drive, Detroit, Mich. **Adv. Agcy.**—Arthur R. Mogge, Inc., Chicago, Ill. A. R. Mogge, acct. exec.

WEBER TOOL CO. (Weber Racing Cams and flywheels), 2990 Ramona blvd., Los Angeles 33, Calif. Camshafts, push rods, jet plates, flywheels steel-faced (aluminum), degree wheels, clutches, adapters (transmission housings). Harry J. Weber, pres., chief engr.; John H. Price, vice-pres., works mgr.; B. G. Weber, secy.; Charles H. Storing, gen. mgr. **Adv. Agcy.**—Shackelford Advertising Agency, Los Angeles 31, Calif.

WEBSTER ELECTRIC CO., 1900 Clark st., Racine, Wis. Intercommunication and sound systems and magnetic tape recorders. A. C. Kleckner, chmn. of bd.; P. G. Crewe, vice-chmn. of bd.; D. J. Munroe, pres.; H. C. Stacey, gen. sales mgr.; W. E. Dent, adv. mgr.; H. Weinbrenner, serv. mgr.; P. A. Karil, vice-pres. in chge. of pur.; O. Hansche, asst. secy. and traf. mgr.; P. Arzikovic, per. mgr. **Det. Rep.**—Vic Stalford, 92 Peterborough. **Adv. Agcy.**—Franklin Advertising, Inc., Milwaukee, Wis.

WEBSTER MFG. LTD., W. L., 5320 Riverside dr., Riverside, Ont. Interior trim for passenger cars and trucks, truck seat trim replacement kits, school bus seat trim replacement kits, automotive safety seat belts. W. L. Webster, pres.; B. F. Webster, vice-pres., treas.; Harold E. Roberts, gen. mgr.; C. A. McKaig, traf. mgr.

WEIAND POWER & RACING EQUIPMENT, 2733 San Fernando rd., Los Angeles 65, Calif. Manufacturers of power and racing equipment for most popular makes of automobiles, i.e. high compression cylinder heads, dual and triple manifolds, four carburetor competition manifolds.

WEIDENHOFF CORP., Algona, Ia. Automotive test equipment. W. W. Daniel, pres.; K. T. Peirce, vice-pres., gen. mgr., and pur. agt.; R. L. Grover, secy.; Wm. Nemitz, treas.; Miles M. Sloniker, sales mgr., ser. mgr.; V. L. Gunder, chief engr. **Det. Rep.**—H. C. Sweet Co., 12345 Telegraph rd., Detroit.

WEIRTON STEEL CO., Main, Weirton, W. Va. Hot and cold rolled sheets and strip, galvanized sheets, long ternes, tin plate, zinc coated sheets and strip (weirzin). E. O. Burgham, pres.; W. A. Murphy, exec. vice-pres., secy.; J. H. Harris, treas.; C. E. Carr, vice-pres., gen. mgr.; L. P. Brueckel, vice-pres., sales mgr.; W. A. Fannin, asst. sales; F. G. Brown, adv. mgr.; H. C. Fitton, asst.; C. J. Klein, vice-pres., chief engr.; J. H. McNeal, pur. agt.; J. K. Deasy, traf. mgr.; G. T. Fonda, pub. rel. mgr. **Det. Rep.**—F. J. White, General Motors bldg. **Adv. Agcy.**—Campbell-Ewald, Detroit, Mich. W. P. Stewart, acct. exec.

WELD-BUILT BODY CO., INC., 5903 Preston Court, Brooklyn 34, N. Y. Wrecking equipment, truck-mounted amusement rides, towing equipment, crash and garbage trucks. Arthur Nelson, pres.; Joseph Milan, vice-pres.; A. Matters, works mgr.; A. Fava, sales mgr. **Adv. Agcy.**—Norman Commercial Art Service Co., New York, N. Y. N. Levit, acct. exec.

WELLER ELECTRIC CORP., P. O. Box 345, Easton, Pa. Soldering guns. Norman E. Ritter, pres.; Joseph F. Whitaker, vice-pres., sales; Frank Van Gieder, Russ Robertson, sales mgrs. **Det. Rep.**—Bill Waldeck Co., 506 S. Wabash ave., Chicago 5, Ill. **Adv. Agcy.**—Arndt, Preston, Chapin, Lamb and Keen, Inc., Philadelphia, Pa. Earle C. Thompson, acct. exec.

WELLINGTON SEARS CO., 65 Worth st., New York 13, N. Y. Cotton and synthetic fabrics of all types for all industries. T. S. Avary, pres. **Det. Rep.**—C. K. Saunders, Wellington Sears Co., 2070 Penobscot bldg. **Adv. Agcy.**—Ellington & Co., New York, N. Y. H. W. Covington, acct. exec.

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WELTRONIC CO., 19500 W. Eight Mile rd., Detroit 19, Mich. Resistance welding controls, electronic timers, electronic and magnetic contactors, control combinations and accessories, motor controls, rectifier-regulators, electronic rectifiers, automatic engine test stands. Cletus J. Collom, pres.; Victor Saliba, secy.-treas.; Albert E. Lohrber, chief engr.; George Ducharme, plant supt.; J. M. Johnston, sales mgr.; Robert Johnston, pur. agt.

WESBAR STAMPING CORP., West Bend, Wis. Car top carriers, replacement hub caps, outboard motor stands and carriers, metal stampings (small), blanking, piercing and forming dies. C. I. Nielsen, pres., gen. mgr.; F. M. Nielsen, vice-pres.; Chet Nielsen, secy., sales and adv. mgr.; M. G. Rusch, treas., works mgr. **Adv. Agcy.** — Ramsthal Advertising Agency, West Bend, Wis.

WEST DISINFECTING CO., 42-16 West st., Long Island City 1, N. Y. Disinfectants, deodorants, soaps, cleaners. M. M. Marcuse, chmn. of bd.; James E. Marcuse, pres.; L. J. Oppenheimer, vice-pres., secy.; S. S. Ross, treas.; G. J. Ross, contr.; John A. Manley, exec. vice-pres.; W. Flatow jr., asst. secy.; T. Z. Van Raalte, adv. mgr.; William C. Wallstein, pur. agt.; Martin Yunker, traf. mgr. **Det. Rep.**—H. A. Winch, 2760 Third ave. **Adv. Agcy.**—G. M. Basford Co., New York, N. Y. R. Brockway, acct. exec.

WESTBERG MFG. CO., 144 S. Coombs st., Napa, Calif. Westach auto aid portable engine test unit, auto, truck and marine tachometers, wind speed indicators and industrial speed indicators. V. L. Westberg, pres.; D. A. Kratzer, sales mgr.

WESTBROOK INDUSTRIES, INC., 140-146 Malvern st., Newark 5, N. J. Brake and clutch bonding equipment. J. Urbano, pres., treas.; M. Urbano, secy.; N. Cornell, sales and adv. mgr.; V. Urbano, pur. agt.

WESTCLOX, DIV. GENERAL TIME CORP., LaSalle, Ill. Automobile clocks. J. L. Bruce, ind. sales mgr. and contact man; D. J. Hawthorne, pres.; M. C. Budlong, gen. mgr.; W. J. Richards, works mgr.; H. T. Millikin, gen. sales mgr.; J. M. Rowley, adv. mgr.

WESTERN AMERICAN INDUSTRIES, INC., 1220 Main, Longmont, Colo. Gibson D, SD and Super D tractors, also implements. Howard Snyder, pres. and gen. mgr.; Van Golden, vice-pres.; U. R. Lanham, secy.-treas.; Edwin Torbeck, plant supt. and parts mgr. **Det. Rep.**—Bob Southern, Walled Lake, Mich.

WESTERN TOOL AND STAMPING CO., 2725 Second ave., Des Moines 13, Ia. Certified power mowers, lawn sweepers, snow plow, riding mowers, and electric hand trimmers. E. W. Kolls, pres.; J. E.

(Continued on Page 264)

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Who's Who in the Auto Industry

(Continued from Page 263)

Kolls, vice-pres.; H. D. Bright, vice-pres., treas.; Clark Shreck, secy.; E. C. Seyphol, vice-pres. in chge. of sales; C. J. Tussing, asst. sales mgr.; Clarke Shaw, mdse. mgr.; R. A. Panor, sales prom. mgr.; R. R. Torgersen, vice-pres. and serv. mgr.; George I. Wood, vice-pres. and chief engr.; Earl Lee, pur. agt.; D. F. Thomas, traf. mgr. **Det. Rep.** — David W. Marstiller, 10958 Roxbury, Detroit, Mich. **Adv. Agcy.**—Rothbardt-Haas Advertising, Inc., Chicago, Ill. Robert A. Haas, acct. exec.

WESTINGHOUSE BROADCASTING CO., INC., 122 East 42nd st., New York 17, N. Y. Operates radio stations in Boston, Springfield, Mass.; Pittsburgh, Cleveland, Chicago, Ft. Wayne, Ind.; Portland, Ore., and television stations in Boston, Pittsburgh, Cleveland and San Francisco. Donald H. McGannon, pres.; A. W. Dannenbaum jr., vice-pres. sales; David E. Partridge, nat. adv. mgr. **Det. Rep.**—Peters, Griffin, Woodward, Inc., Wm. Bryan and Louis Hummel, Penobscot bldg. **Adv. Agcy.**—Ketchum, MacLeod & Grove, Inc., Pittsburgh, Pa.

WESTINGHOUSE ELECTRIC CORP., Lamp Div., MacArthur ave., Bloomfield, N. J. Incandescent and fluorescent lamps. G. A. Price, pres.; F. M. Sloan, mgr.; C. E. Erb, gen. sales mgr.; R. E. Ebersole, mktg. mgr.; H. E. Plishker, merch. mgr.; C. W. Flood, mgr., miniature lamp dept.; R. M. Harris, mgr. T.B.A. sales; W. D. Scott, mgr. adv. and sales prom.; F. E. Esser, pur. dept. **Det. Rep.**—T. L. Holbrook, P. O. Box 502, Detroit. **Adv. Agcy.**—McCann-Erickson, Inc., 50 Rockefeller Plaza, New York 20, N. Y. C. Nulle, acct. exec.

WETTLAUFER ENG. CORP., 1900 W. Eight Mile rd., Detroit 19, Mich. Product and tool engineering, patterns, mockups and die models, plastics, kirksite foundry and experimental metal fabrication. E. G. Wettlaufer, pres.; H. J. Wettlaufer, vice-pres.; A. J. Wettlaufer, vice-pres. and sales mgr.; J. D. Campbell, treas.; O. C. Davidson, vice-pres., plant mgr.; H. A. Davidson, plant engr.; R. J. Grubba, chief engr.; H. H. Penny, pur. agt.

WHALE TOOL CORP., 1767 Broadway, New York 19, N. Y. Pli-wrench—locking type. Samuel Kresberg, pres.; Louis Rosenberg, treas., gen. mgr.

WHEEL WEIGHTS, INC., 122 South First st., Ann Arbor, Mich. Wheel balance weights. M. J. Hume, pres.; R. J. Zaebst, gen. mgr.

WHEELDEX & SIMPLA PRODUCTS, INC., 40 Bank st., White Plains, N. Y. Motorized and manual card filing equipment. Etchel Scholfield, pres.; R. P. Scholfield, gen. mgr. **Det. Rep.**—George E. Sinko, Wheeldex-Simpla Detroit Co., Book bldg., room 501, Detroit, Mich.

WHELAND CO., 2800 S. Broad st., Chattanooga 2, Tenn. Gray iron automotive castings. Gordon P. Street, pres.; Charles W. Wheland, vice-pres.; C. C. Lay, treas.; Z. W. Wheland, secy.; H. F. Griscom, dir.; K. L. Landgrebe, vice-pres., fdry. oper. **Det. Rep.**—J. Fred Selman, 910 Fisher bldg., Detroit. **Adv. Agcy.**—Power & Condon, Chattanooga, Tenn.

WHITAKER CABLE CORP., 1301 Burlington st., Kansas City 16, Mo. Battery cable, ignition sets, spool wire, wire harness assemblies, battery terminals, battery service tools, bonding jumpers, radio assemblies. J. P. Whitaker, pres., gen. mgr.; T. A. Voelker, vice-pres., chge. Philadelphia branch; T. H. Stuver, secy., pur. agt.; A. L. Taylor, treas.; J. F. Whitaker, exec. vice-pres.; C. Craig Whitaker, vice-pres. in chge. ind. sales; Ivan F. Cloud, wire plant mgr.; D. E. Stewart, vice-pres. in chge. of sales; J. W. Taylor, vice-pres. in chge. of St. Joseph, Mo. plant; P. B. Melcher, replacement sales mgr.; Thomas J. Baldridge, adv. mgr.; M. D. Downing, asst. pur. agt. **Det. Rep.**—C. O. Larson, 16840 Kercheval, Grosse Pointe, Mich. **Adv. Agcy.**—Arthur R. Mogge, Inc., Chicago, Ill.

WHITE AUTOMOTIVE PRODUCTS, INC., 1604 Douglas ave., North Providence 4, R. I. Upper cylinder oiler. Henry L. White, pres., chief engr.; Samuel Hesketh, vice-pres.; Raymond A. Masse, secy.; Lily Parkinson White, treas.

WHITE & BAGLEY CO., THE, 100 Foster st., Worcester 8, Mass. Motor oils, gear oils, greases, specialties. Edwin G. Bagley, pres., treas.; Herbert P. Bagley II, secy.; George J. Nurse, sales mgr.; Mary T. Holland, adv. mgr.; Ernest W. Foster, pur. agt.; John W. Moulton, traf. mgr.

WHITE COLOR CARD CO., 467 Amsterdam, Detroit 2, Mich. Automotive upholstery and color selectors. Myron S. Steinberg, pres.; Wayne G. Gratopp, gen. mgr.; Samuel B. Keene, secy.; Howard J. Fisher, treas.; J. Floyd Johnson, adv. mgr.; John E. Stamler, sales mgr. **Det. Reps.**—Wayne G. Gratopp, Harry Harrigan and John E. Stamler, 467 Amsterdam. **Adv. Agcy.** — Artvertisers - Detroit, Detroit, Mich. Milton Watson, acct. exec.

WHITE MOTOR CO., 842 East 79th st., Cleveland 1, O. White Mustang power trucks and tractors, White 3000 trucks, Autocar trucks, diesel engines. Robert F. Black, chmn. of bd.; J. N. Bauman, pres.; F. S. Baster, vice-pres., chge. engrg.; J. P. Dragin, vice-pres., finance; Paul Rice, secy.; W. L. Pepin, dir. of serv.; Harold O. Hoffman, treas.; William B. Terbeek, works mgr.; G. C. Frank, tech. asst. to pres.; Robert Cass, asst. to pres.; H. Richard Stickel, asst. to pres. and dir. of pub. rel. and fleet sales; Paul Gillan, chief engr.; R. A. Fryer, adv. mgr. **Adv. Agcy.**—D'Arcy Advertising Agency, Cleveland, O. J. C. Toedtman, acct. exec.

WHITEHEAD STAMPING CO., 1665-7 W. Lafayette blvd., Detroit 16, Mich. Stampings, standard washers, special washers, "hindview" mirrors. J. F. Whitehead, pres.; J. F. Whitehead jr., vice-pres., treas.; M. B. Whitehead, vice-pres.; G. B. Whitehead, secy., sales mgr.

WHITMAN & BARNES, 40600 Plymouth rd., Plymouth, Mich. Drills, reamers, countersinks, tool bits, counterbores, carbide tools and special tools. K. Kronwall, pres.; E. W. Zipse, vice-pres., gen. mgr.; H. G. Capron, secy.; H. Beckstrom, treas.; W. Tichy, works mgr.; C. W. Krueger, sales mgr.; D. T. Meisel, adv. mgr.; R. G. Matley, pur. agt. **Adv. Agcy.**—Gray & Kilgore, Inc., Detroit, Mich. R. N. Blatchford, acct. exec.

WHITNEY CHAIN CO., 237 Hamilton st., Hartford 2, Conn. Replacement timing chain, industrial power trans. chain. L. H. Whitney, pres.; P. C. Boyd, secy.; B. G. Tyrrell, treas.; W. O. R. Korder, sales mgr.; R. G. Atkins, automotive sales mgr., sales prom. and adv. mgr.; W. R. Edgerton, chief engr.; W. E. Welles, pur. agt.; S. G. Corbett, traf. mgr.

WHIZZER MOTOR CO., 350 South Sanford, Pontiac 20, Mich. Whizzer motors and motorbikes. Dietrich Kohlsaat, pres.; Frank Andux, contr.; Martin Goldman, secy-treas.; R. H. Cooley, sales mgr.; Henry Schuricht, chief engr.; L. A. Kent, pur. agt. **Adv. Agcy.**—Dudgeon, Taylor & Bruske, Detroit, Mich. Paul Bruske, acct. exec.

WICO ELECTRIC CO., a div. of Globe-Union, Inc., Box 111, West Springfield, Mass. Magnetos and distributors. H. M. Sauers, pres.; A. L. Brownlee, vice-pres.; C. L. Allen, mgr., ind. and trade sales; O. H. Tift, mgr., adv. and mktg.; M. F. Allen, serv. mgr.; A. I. Alstrom, mgr., Flywheel Magneto sales; L. A. Whiting, traf. mgr.; H. W. Pugh, pur. agt.; H. F. Burke, mgr., ind. and pub. rel. **Adv. Agcy.**—Ad-Service, Worcester, Mass.

WILBUR & WILLIAMS CO., THE, 130 Lincoln st., Boston 35 (Brighton), Mass. Specialized industrial paints and coatings; rust inhibitive, full rubber base and vinyl acid resistants. Merton E. Williams, pres.; Donald E. Wilbur, secy. and treas.; Larcom Randall, adv. mgr.; Geo. P. Allen, pur. agt. and dir. of sales service. **Adv. Agcy.**—Larcom Randall Adv. Agcy., 51 Melcher st., Boston.

WILKENING MFG. CO., 2000 S. 71st st., Philadelphia 42, Pa. Piston rings, piston resizers, ring compressors, cylinder deglazer, piston groove cleaner, lathes, gauges. W. E. Wilkening, pres.; W. S. Loeb, vice-chmn. of bd.; H. E. Gerstley, chmn. of bd., treas.; D. A. Cowhig, exec. vice-pres.; R. W. Doherty, replacement sales mgr.; Walter A. Kirkpatrick, adv. and sales prom. and pub. rel. mgr.; Helmuth G. Braendel, dir. egr. and prod.; Francis Flynn, pur. agt. **Det. Rep.**—Thos. W. Moss & Assoc., 19250 James Couzens hwy. **Adv. Agcy.** — Aitkin-Kynett Co., Philadelphia 2, Pa.

WILLARD STORAGE BATTERY DIVISION, The Electric Storage Battery Company, 246-286 E. 131st st., Cleveland 8, O. Storage batteries, battery service equipment, cables and wire. J. S. Harbison, mgr., replacement sales; J. P. Casserly, mgr., nat. accts. sales; J. C. Van Allen, mgr., O.E. sales; G. W. Wolff, asst. sales mgr.; R. A. Risk, mgr., related lines. **Det. Rep.**—L. P. McCarthy, 10600 Puritan ave.

WILLEY'S CARBIDE TOOL CO., 1340 W. Vernor hwy., Detroit 1, Mich. Tungsten carbide tools and metal, special cutting tools, tungsten carbide tool grinders, diamond tools, wheel dressers. F. H. Willey jr., pres.; J. V. Rutten, vice-pres.; Don McPherson, gen. mgr.; T. H. Goddard, secy.; E. Speicher, works mgr.; Joe Kott, chief engr.; T. H. Goddard, pur. agt. **Det. Reps.**—R. Schulz, Mathew Rumora, Les Huber. **Adv. Agcy.**—Philip D. Barrett, 16501 Wyoming, Detroit 21, Mich.

WILLIAMS & CO., J. H., 400 Vulcan st., Buffalo 7, N. Y. Detachable sockets and accessories, open-end and box wrenches, impact sockets, machinists' tools, chain pipe tongs and vises, hoist hooks, eye bolts, drop-forgings. M. J. Kearins, chmn. of bd.; J. C. Malugen, pres.; J. B. Perkins, vice-pres., tool sales; E. R. Burkardt, sales mgr., tools sales; G. W. Caruso, asst. sales mgr., tool sales; H. N. Maurer, vice-pres., forging sales; J. S. Slosson, vice-pres., mfg.; R. H. Runnalls, secy.-treas.; J. R. Armstrong, adv. mgr.; J. P. O'Brien, pur. agt. **Det. Rep.**—Marshall H. Durston jr., 2258 Pine st., Birmingham, Mich. **Adv. Agcy.**—Comstock & Co., Buffalo, N. Y. L. Wells Simonds, acct. exec.

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WILSON CO., THE, Mfg. of Wilco Products, 959 Commonwealth ave., Boston, Mass. Exhaust extension, motor moly, glow trim, sun visors, license plate brackets, fender whisker, travel trays and fender guide. William B. Sandler, pres., sales mgr.

WILSON, K. R., INC., 212 Mill st., Arcade, N. Y. Automotive tools, motor stands, axle dollies, hydraulic jacks, tractor dollies, hydraulic presses, air compressors and valve refacers. Franz T. Stone, pres.; James G. Devin, vice-pres.; Frank C. Wilson, vice-pres. engrg.; Manley Fleischmann, secy.; John H. Goodwin jr., treas.; Herbert Stumpf, vice-pres. sales; Norman R. Forrest, auto. sales mgr.; Harold A. Moyer, hydraulic sales mgr.; J. Bernard Bainbridge, adv. mgr.; Homer D. Wilson, gen. mgr., hydraulic div.; Hugh B. Wilson, plant mgr.; Grant Silliman, chief engr.; Harry Bader, pur. agt.; Donald B. Myers, supt.; Howard Burton, export mgr. **Adv. Agcy.**—Landshaft and Barber, Inc., Buffalo, N. Y. David Bauer, acct. exec.

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WIREMOLD CO., THE, Hartford 10, Conn. Defroster hose, fresh air duct, auto cable housing (non-metallic). D. Hayes Murphy, ch. bd.; John Davis Murphy, pres.; William D. Ball, secy.; Robert H. Murphy, exec. vice-pres. and treas.; Paul O. Roedel, sales mgr., air duct div.; Edith Wootton, adv. mgr.; Joseph R. Dillon, pur. agt.; John F. Britt, traf. mgr. **Det. Rep.**—Robert C. Renolde, 6432 Cass ave. **Adv. Agcy.**—The Charles Brunelle Co., 37 Lewis st., Hartford 3, Conn. Charles Brunelle, acct. exec.

WITTEK MFG. CO., 4305 West 24th pl., Chicago 23, Ill. Hose clamps. Ralph W. Tetzlaff, pres., gen. mgr.; Clarence Tetzlaff, vice-pres., treas.; Julius Marischler, secy.; H. J. Kratochvil, works mgr.; Edward Percival, sales mgr.; Herbert Zartler, chief engr.; John Woods, traf. mgr. **Det. Rep.**—Cameron Lombard, 3049 E. Grand blvd., Detroit, Mich. **Adv. Agcy.** — Merrill McEnroe & Associates, 176 W. Adams, Chicago, Ill.

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WOHLERT CORP., 708 E. Grand River, P. O. Box 1109, Lansing 5, Mich. Flywheel starter gears, water and oil pumps, clutch parts, tie rod ends, king bolts, miscellaneous automotive parts. Walter F. Patenge, pres., gen. sales Harry D. Hubbard, secy., treas.; Jud L. Hopkins, works mgr.; A. A. Nelson, pur. agt.; Lois Leitz, sales mgr. replacement dept.; Hugh Patenge, sales mgr. contract div. **Adv. Agcy.**—Harry Deady, Lansing, Mich.

WOLF CO., JOHN E., Home State Life bldg., Oklahoma City 3, Okla. The Wolf Plan of Service Merchandising and Owner Follow-Up, service promotions, "Good Will" and customer relations programs. John E. Wolf, pres.; John E. Wolf jr., vice-pres.; Thomas C. Wolf, secy.-treas.; J. C. Geary, dealer rel.; Elwood Hall, creative dir. **Reps. in:** Austin, Tex., Buffalo, Chicago, Cincinnati, Cleveland, Denver, Detroit, Fargo, N. D., Flint, Indianapolis, Kansas City, Long Beach, Calif., Los Angeles, Miami, Milwaukee, Minneapolis, New Orleans, New York, Oklahoma City, Philadelphia, St. Louis, San Francisco, Seattle. **Det. Rep.**—Herb C. Lamborn, 1020 Somerset rd., Detroit 30, Mich.

WOLF'S HEAD OIL REFINING CO., INC., Fair bldg., Oil City, Pa. Wolf's Head motor oil and lubes, Pennsylvania lubricating oils, white crude scale wax, gasoline, kerosene, fuel oil. A. W. Scott, pres.; C. R. Scott, vice-pres. and gen. sales mgr.; G. E. Scott, secy. and treas.; W. B. Smith, refinery supt.; W. J. Scott, pur. agt.; L. R. Cavanaugh, traf mgr. **Adv. Agcy.**—Aitkin-Kynett Co., Philadelphia, Pa.

WOLVERINE TUBE, Div. of Calumet & Hecla, Inc., Guardian Towers, Guardian bldg., Detroit 26, Mich. Copper automotive tube (for original and replacement markets). D. W. Blend, gen. mgr.; R. M. Frink, dir. oprns.; J. M. Dumser, dir. sales; H. A. Harty, adv. mgr.; A. L. Woods, dir. pur.; J. L. Haddock, traf. mgr.; F. W. Oakes, dir. ind. and pub. rel. **Adv. Agcy.**—Gray & Kilgore, Inc., Detroit, Mich. A. J. Brooks, acct. exec.

WOOD CO., JOHN, Bennett Pump Div., Muskegon, Mich. Gasoline pumps, barrel pumps, grease dispensers, oil dispensing equipment, Islanders, Tireflators, hose reels. J. B. Balmer, pres.; A. F. Jordan, vice-pres. and gen. mgr.; R. S. Owens, vice-pres. and treas.; S. K. Makemson, vice-pres. and gen. sales mgr.; A. C. Raschke, asst. to vice-pres. and gen. sales mgr.; P. B. Riner, adv. mgr.; W. M. Hoxie, serv. mgr.; Walter C. Chaffee, dir. of engrg.; R. L. Borgeson, pur. agt.; H. C. Stamer, traf. mgr. **Det. Rep.** — E. R. Finan, 15145 W. McNichols rd., Detroit. **Adv. Agcy.**—Morey, Humm & Warwick, Inc., 350 Fifth ave., New York 1, N. Y.

WOODALL INDUSTRIES, INC., 7565 E. McNichols rd., Detroit 34, Mich. Body trim panels, body insulations, housings for heating and air conditioning systems, molded plastic parts, formed fiber parts, visors, leather grained fiberboards, trim and insulating assemblies. H. J. Woodall, pres.; M. E. Griffin, secy. and treas.; C. B. Johnson, exec. vice-pres.; R. T. B. Peirce, sales mgr.; F. L. Chadwick, asst. sales mgr.; J. W. Greig, chief engr.; G. K. Geisbuhler, pur. agt.; Norman Krause, asst. pur. agt.; Ross McCann, traf. mgr.

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WORLD WIDE AUTOMOBILES CORP., 49-12 Newton rd., L. I. City, N. Y. Volkswagen automobiles and transporters. Arthur Stanton, pres.

WORMAN, INC., LAUREL C., 1511 Madison ave., Toledo 1, O. Laurel C. Worman, pres., treas.; Ruth Worman, secy.; E. W. Worman, vice-pres., gen. mgr.; L. J. Vinings, vice-pres.; Gilbert W. Ernest, serv. mgr.; Mervin Pasch, parts mgr.

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WYATT MFG. CO., INC., THE, 500 N. 5th st., Salina, Kans. Jayhawk tractor mounted loaders and attachments, bazooka spiral grain augers, hay

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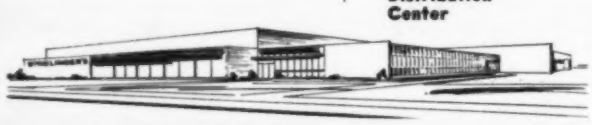

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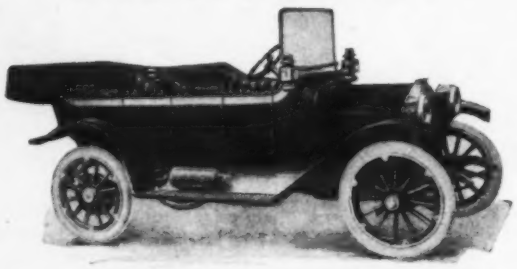

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KINGSTON PRODUCTS CORPORATION

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Who's Who in the Auto Industry

(Continued from Page 264)

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Y

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Z

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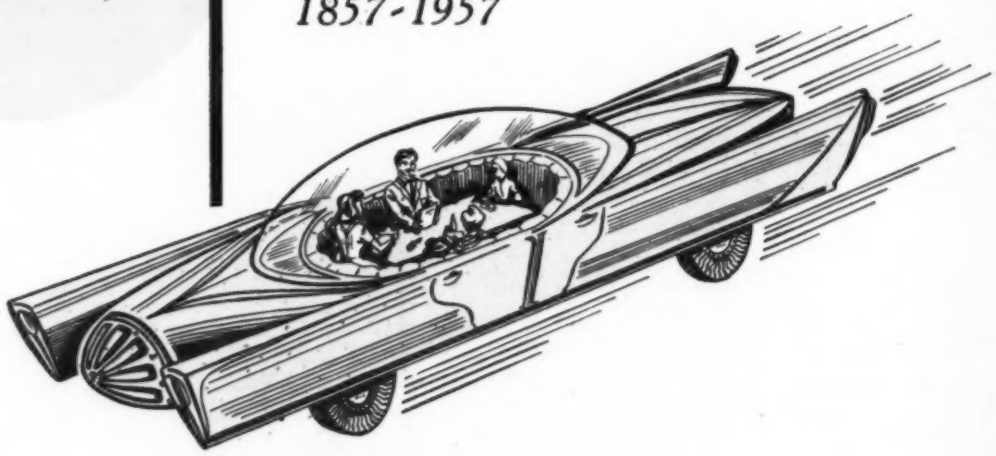

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Who's Who Listings Indexed by Products

Designed as a time-saver for readers, the following Product Index was compiled solely from the "Who's Who" lists supplied by manufacturers. It is not presented as a complete product listing of all manufacurers, and any errors or omissions will be corrected in later issues of the Almanac.

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correction!

NOT 93%, BUT **99.2%** OF THE NEW '57'S FEATURE RAYON CORD TIRES AS STANDARD EQUIPMENT!

A short time ago we ran this ad. It told how 93% of the new '57 models come equipped with Rayon Cord Tires. We were very proud of this figure—and rightfully so—because 93% is mighty impressive. But now it has been brought to our attention that we were wrong, all wrong—that the percentage is *not* 93, but actually 99.2!

It seems that one of the big automobile manufacturers read our ad and noticed the glaring omission of two of their models. They wanted to know why they were left out and would we please get our story straight. After all, didn't these two models rely on Rayon the same as almost everyone else?

Not at all chagrined as one might imagine, we were delighted to let everyone know the good news—so without further ado, here is the new, completely revised list of the magnificent '57's that ride on Rayon . . .

BUICK
(*Special • Century • Super • Roadmaster*)

CADILLAC
(*62 • 60 Special • 75*)

CHEVROLET
(*150 • 210 • Bel Air*)

CHRYSLER
(*Windsor • Saratoga • New Yorker*)

CONTINENTAL

CORVETTE

DeSOTO
(*Fireflite • Firedome • Firesweep*)

DODGE
(*Coronet • Royal • Custom Royal*)

FORD
(*Custom • Custom 300 • Fairlane • Fairlane 500*)

HUDSON
(*Hornet*)

IMPERIAL
(*Imperial • Imperial Crown • LeBaron*)

LINCOLN
(*Premier • Capri*)

MERCURY
(*Monterey • Montclair • Turnpike Cruiser*)

METROPOLITAN

NASH
(*Ambassador*)

OLDSMOBILE
(*88 • Super 88 • 98*)

PACKARD
(*Clipper*)

PLYMOUTH
(*Plaza • Savoy • Belvedere*)

PONTIAC
(*Star Chief • Super Chief • Chieftan • Bonneville • Safari*)

RAMBLER

STUDEBAKER
(*Champion • Commander • President • President Classic • Silver Hawk • Golden Hawk*)

THUNDERBIRD

of 240 different models for 1957—238 use Rayon!

AMERICAN RAYON INSTITUTE, INC., *350 Fifth Avenue, New York 1, N. Y.*

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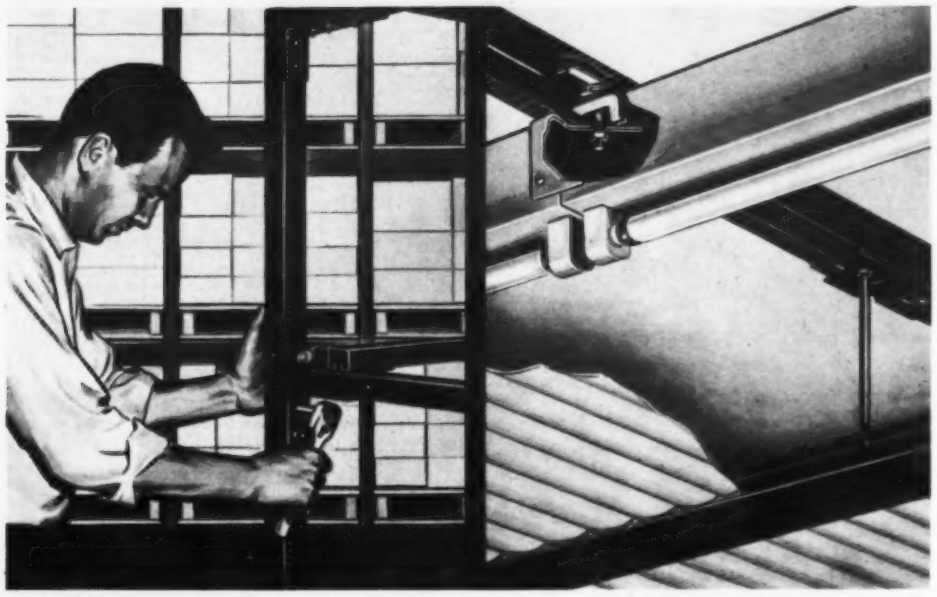

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2

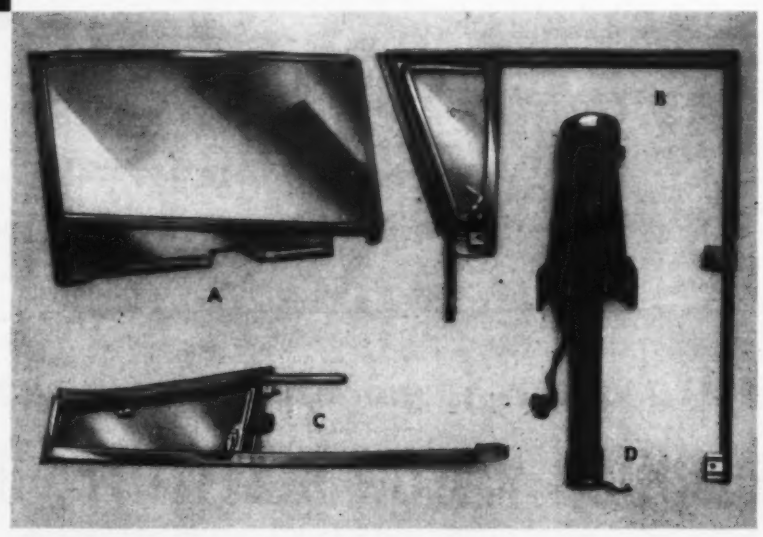
NEW PRODUCTS . . . from an old source

Ainsworth Manufacturing Corporation – longtime supplier (40 years) to the automotive industry – is expanding production facilities to boost output of its rapidly growing MULT-A-FRAME and AINSWALL divisions.

1. MULT-A-FRAME: pictured above, last word in bolted construction. Exclusive serrated channel, spring-T-bolts and safe-lock fittings. Today's answer to rising labor costs. Its time-saving uses in the materials handling and electrical-mechanical fields – very nearly limitless.

2. AINSWALL: at left, at last, pre-fabricated office partitioning, factory finished in a variety of decorator styled shades. Economically installed, easily movable. Meets modern demand for low cost partitions which can be used again and again. Designed for office or factory.

AINSWORTH AUTOMOTIVE DIVISION is supplying quality automotive components from its Detroit and Marysville plants. Shown below: a) hardtop window frame, b) window vent and door frame, c) window vent assembly and d) steering column. The automotive division also manufactures garnish mouldings, metal stampings, windshields and windshield regulators, electrically welded steel tubing products and defense items.



Ainsworth

MANUFACTURING CORP.

Suppliers to the automotive industry for over 40 years

2200 FRANKLIN ST., DETROIT 7, MICHIGAN

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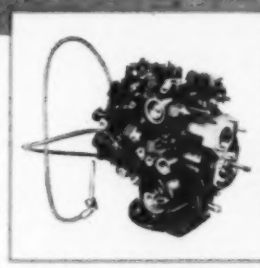

Typical of engine control systems designed and manufactured by Holley is this R-85 unit developed for the Pratt & Whitney Aircraft T34 engine which powers the huge Douglas C-133A, above.

Giant new cargo carrier uses Holley engine control system

Imagine the power required to lift this plane and cargo of 137½ tons into the air. Largest transport ever produced, the huge Douglas C-133A is equipped with four Pratt & Whitney T34 turboprop engines together with Holley R-85 fuel controls.

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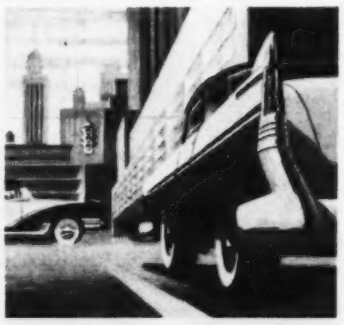

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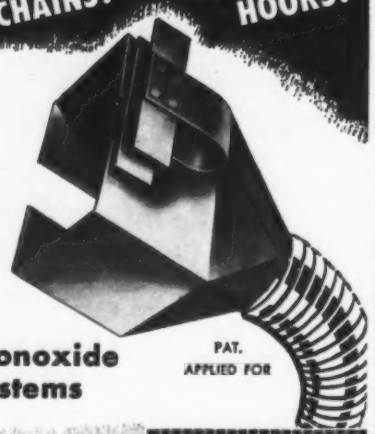

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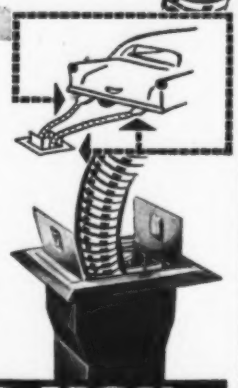

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In **1903**—The Spur type Differential was introduced by WARNER GEAR. Radiators made of copper tubing with attached cooling fins introduced by LONG.

In **1913**—The Single Plate Clutch was developed by BORG & BECK and Silent Timing Chains were introduced by MORSE CHAIN.

In **1916**—Universal Joints were developed by MECHANICS.

In **1921**—First standard type Transmissions were introduced by WARNER GEAR.

In **1922**—Double Plate Clutches were introduced by LONG.

In **1923**—Multiple Spring Clutches developed by ROCKFORD.

In **1924**—Vibration Dampening Flexible Center Clutches introduced by BORG & BECK.

In **1930**—Transmission Synchronizer Units for cars and trucks produced by WARNER GEAR.

In **1931**—Roller Bearing Universal Joints introduced by MECHANICS. Free Wheeling offered to the industry by WARNER GEAR. Tapered Steel Discs for truck wheels were developed by INGERSOLL.

In **1934**—Automatic Overdrives for transmissions were introduced by WARNER GEAR.

In **1938**—Borglite and Torbend Clutch Plates were introduced by BORG & BECK, LONG, and ROCKFORD.

In **1939**—Ty-Ply Rubber-to-Metal Bonding material developed by MARBON.

In **1949**—Automatic Transmissions for passenger cars perfected by DETROIT GEAR and WARNER GEAR.

In **1952**—MARVEL-SCHEBLER introduced Power Chambers and Hydraulic Power Units for trucks and trailers; LPG Carburetion Systems for trucks, tractors, buses, taxis and stationary engines.

In **1953**—Automatic Transmissions for trucks produced by WARNER GEAR and DETROIT GEAR.

In **1955**—Morlife Clutches for trucks, buses, and other heavy duty equipment introduced by ROCKFORD.

In **1957**—WARNER GEAR brought out a 5-speed Automatic Truck Transmission.

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